

## **Historic, Archive Document**

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★ JAN 7 1933 ★  
U. S. Department of Agriculture.

Simple Pink Resistant  
Aster. Not extra full petaled,  
but center doesn't show and  
note size and stems

Flower Seeds *Geo Ball* for Florists  
QUALITY WEST CHICAGO, ILL SERVICE

Catalog No. 22

Jan.-June, 1933

# Reduced Prices

**T**HE greatly increased volume of our business, combined with some reduction in costs, has enabled us to lower prices, particularly on some items. We have carefully scanned our costs and figured closely to reduce your seed bill without, of course, in any way interfering with our well-known "quality and service." We invite you to compare our average prices with those of any other responsible firm; in making these comparisons please note **our prices cover cost of delivery to you, in addition to a special cash-with-order discount of 3%.**

We are growers ourselves and have been for the past 40 years; this experience enables us to understandingly appreciate your point of view. In getting up this catalog, we have tried to make it as serviceable and helpful to you as possible, particularly in selecting suitable varieties, for in these trying days more than ever before, must we plant our greenhouses with

**"ALL THE BEST AND NOTHING ELSE."**

*Geo. J. Ball*

Please bear in mind that our seed cannot be bought from seed dealers or agents except in our packets. Avoid disappointment on this point by ordering direct from this catalog.

**CANADA**, please note. Our prices are based on U. S. currency, due to added cost of postage and Canadian exchange. We prefer postal money order.

**DISCOUNTS.** When remittance is enclosed with order we allow a cash discount of 3%.

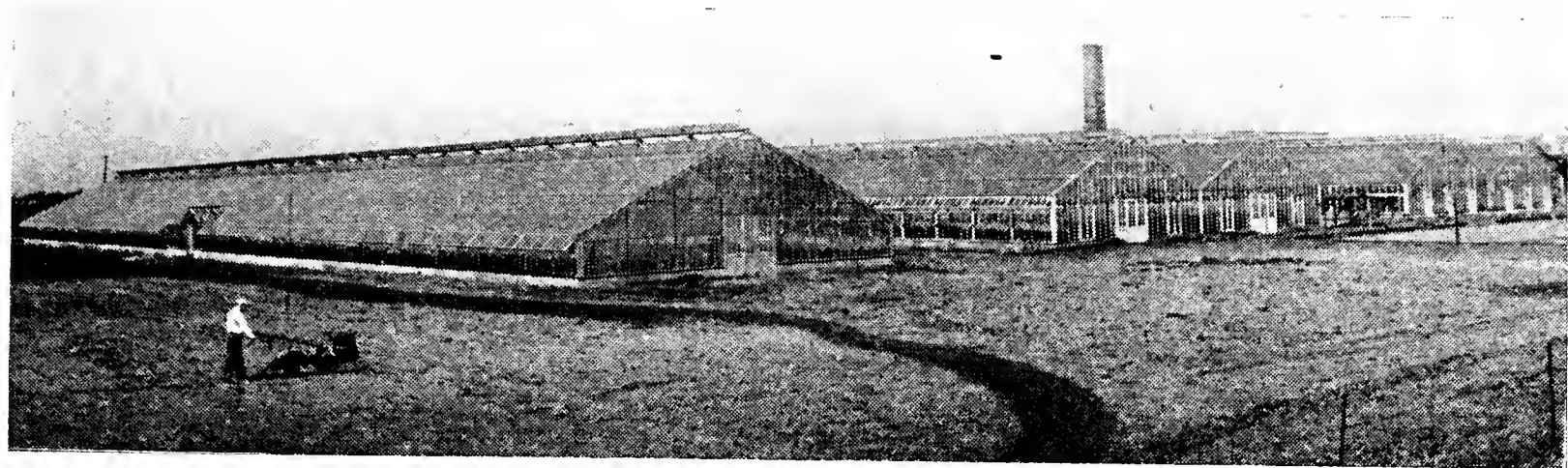
**WE PAY POSTAGE AND INSURANCE** on all orders at prices quoted in this catalog. This simplifies figuring up your order.

**TO AVOID DELAY.** If you are unknown to us or have no commercial rating, cash must be enclosed with order or satisfactory trade reference given.

**SMALL ORDERS** are welcomed gladly and receive the same prompt and liberal service given larger ones. In return we suggest cash be enclosed to cover because of the proportionately greater cost of handling. **AND—PLEASE REMEMBER—**

**"All Orders Sent Us are Back in the Mail the Day Received."**





Our Greenhouse plant at West Chicago, Ill.

## Our Service

The life and value of our industry depends upon the quality and attractiveness of our product. Inferior or unsatisfactory flowers or plants not only hurt the grower directly but are a reflection on the business at large—which means all of us.

Usually such stock is the result of lack of information or—service. With the backing of our experience we try to supply this need to growers of our seed, for we believe it is a service they are entitled to. We issue circulars gratis on the following crops covering the practical cultural details: Calendula, Winter Peas, Summer Peas, Stocks, Asters, Zinnias, Snapdragons and Seed Sowing. If you are not familiar with these crops you might find these circulars informing.

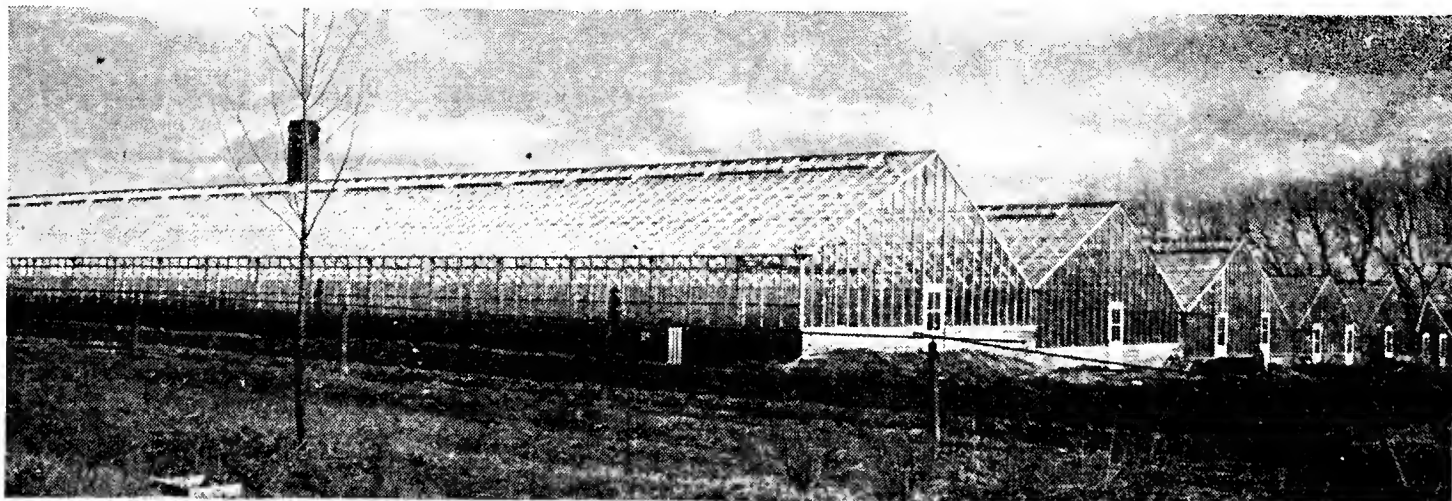
### “BALL RED BOOK.”

This is intended to cover the latest developments in culture and varieties of florists' cut flower crops; 25 of the leading ones are treated, including a chapter on the new Aster Culture. This gives detailed suggestions for the construction of cloth houses and the most suitable varieties of Asters, particularly the stem-rot resistant strains. We feel sure that giving full value will be maintained by the Ball “Red Book.” We gladly mail it to you at cost to us, which is just 20c. A new edition will be issued soon.

### “BETTER SWEET PEAS,” by Geo. J. Ball (Florists' Pub. Co.).

A cloth bound book of 210 pages freely illustrated and covering in detail the growing of winter-flowering peas under glass. A chapter is devoted to the possibilities of the late-flowering type. Another to the miscellaneous crops grown to advantage with peas. The author's system of steam sterilizing is also treated and illustrated.

With an order for seed from this catalog totaling \$5.00 or more, we will enclose “Better Sweet Peas” for \$1.00 additional. Regular price \$1.75.



Our original Greenhouse plant at Glen Ellyn, Ill.

## The New ASTER Culture

**E**XPERIENCED growers have long noted that better asters are grown under some protection from the burning sun and withering winds of summer. Most cut flower crops enjoy this protection, but not to the profitable extent which asters do for several reasons. Protection from summer weather which lengthens the stems and produces a more luxuriant growth would alone make the cloth house profitable, but when to this is added freedom from the fatal "yellows" by barring the leaf hopper, which is responsible for it, we have several reasons for urging interest in "The New Aster Culture."

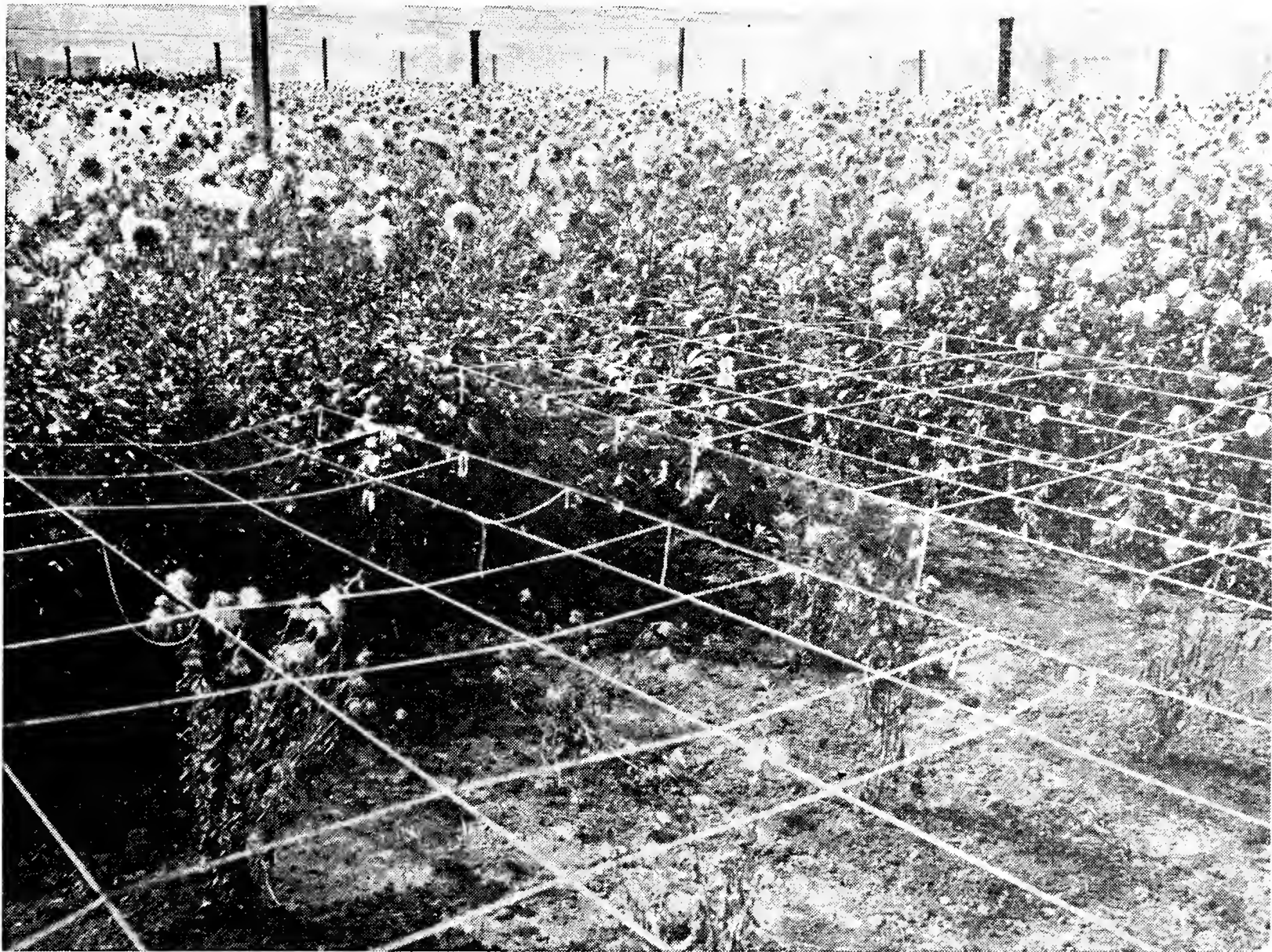


We have grown resistant asters extensively under cloth houses for three seasons and have found them profitable. Their construction is simple if a few important points are watched. Our "Ball Red Book" details our method of construction and it might be of service to you.

The proper construction of a cloth house calls for close attention to a few fundamental details. We have set down our experience as clearly as we know how in our "Ball Red Book." We also supply, gratis, several circulars, one by the makers of our cloth, who furnish it for tobacco growers, this crop also being greatly improved by shade.



# Stem Rot Resistant Asters



A check plot in diseased soil of ordinary strain of asters in the foreground; stem rot resistant in background.

**W**E want to make perfectly clear the fact that growing asters under the protection of cloth in no way prevents or affects the widespread disease known as stem rot, or wilt. **THIS CAN ONLY BE OVERCOME BY USING THE STEM ROT RESISTANT STRAINS.** This rot is caused by a soil fungus. It may to some extent be controlled by growing in soil that has never grown asters, but this is not at all dependable, as most growers can testify. When a field of asters goes down badly with rot, a few can usually be found which have come through clean. It is through careful breeding work from these survivors that resistant strains are developed. It is most encouraging and convincing to see well bred resistant strains stand up nearly 100% in thoroughly sick or diseased soil alongside ordinary commercial stock which goes down nearly 100%. The above photo from our breeding grounds pictures this encouraging fact.

The "yellows" which frequently destroys asters in the open, or the several forms of rust they are some seasons subject to, should not be mistaken for stem rot, which completely rots through the main stem near the base.

Better take advantage of the work which has been done to strengthen asters against this rot by using the resistant strains.



## BALL Resistant Asters

**W**E have pioneered interest in stem rot resistant asters and we feel justified in stating that our information on varieties is complete. Not all are equally resistant and some may not be as strong in some localities as in others; but we know from extensive planting that all will be found more profitable than the ordinary strains. The price asked for these strains is a particularly reduced one considering the time and work put on them. All are from freshly harvested seed.

All the following are stem rot resistant varieties.

**Ball White Late.** An extra large and extra long-stemmed clear white of the late branching form. Ready about September 20 or ten days later than our regular Ball White. Because of its lateness and long stems, we have found it the most profitable white.  
Tr. Pkt., 50c;  $\frac{1}{4}$  oz., \$1.00;  $\frac{1}{2}$  oz., \$1.50; 1 oz., \$3.00.

**Ball White Early.** A resistant form of our regular Ball White, originated and introduced by us twenty-seven years ago. The finest white aster of any class. Ready September 1 to 5. 50c Tr. Pkts. only (about 1,000 seeds).

**American Beauty Shell Pink.** Semple pink shade. Highly resistant and late, October 1. 50c Tr. Pkts. only.

**Semple Pink.** A resistant form of the well known Mary Semple. This is a first rate color in any market. Good stems and is in full crop the first week of September. Note photo on cover.

**Giant Branching Phlox Pink.** Rich clear light rose. Highly resistant and late, about September 20. Extra choice.

**Royal Azure Blue.** An attractive light blue. One of the choicest cut flower colors; about August 20.

**American Branching Azure Blue.** Clear light blue. One of the finest colors in this class. Flowers late, about September 25.

**Giant Branching Comet Lavender Blue.** Heavy long-stemmed growth and highly resistant; midseason.

**American Branching Lavender Purple.** A rich lavender-purple color; ready about mid-September.

**American Branching Blackish Blue.** A strikingly rich very dark blue; in about September 15.

**Astermum White.** Free-flowering astermum type; flowers last week in August.

**Heart of France.** Our resistant strain of this brilliant red; flowers last week in August, about a week later than the regular type, and on longer stems.

**Comet Pink.** Blush-pink and very free-flowering on medium long stems. True Comet type; flowers about August 10.

**Comet Dark Blue.** Of true Comet type and fairly good cut flower color; about September 1.

(Continued on next page)





BALL Resistant Asters (Continued)

**Crego Deep Rose.** We consider this the best of the midseason deep rose colors; about September 15. Better than Ostrich Feather Deep Rose.

**American Beauty Crimson.** Highly resistant. Extra long-stemmed but not large; late September.

**Upright Branching White.** Extra large, full petaled and long-stemmed. Should be planted closer than others; late September.

**Royal Rose Pink.** Particularly valuable because of its flowering date, first week in August.

**Royal Purple.** Not much of this color is wanted but some is necessary; first week in August.

**Queen of the Market Dark Blue and Crimson.** Both are highly resistant, the dark blue is an especially good cut flower color and some crimson is useful. In flower from mid to late July, depending on when planted.

Prices on all the resistant asters except the first three at top of page 4 which are priced with description: Tr. Pkt., 50c; 1/4 oz., 75c; 1/2 oz., \$1.25; 1 oz., \$2.00.

**Ball Resistant Mixture.** A mixture of best commercial colors, (few purples and reds), covering the flowering season from August 15 to September 15. Priced at: Tr. Pkt., 50c; 1/2 oz., \$1.00; 1 oz., \$1.75.

Some varieties may be sold out early. May we substitute if necessary and with what?

Regular American Asters

IN sections where stem rot is not serious, our California-grown strains of asters will be found very satisfactory. Because of ideal climatic conditions, no wet weather from sowing to harvesting, our California-grown seed will be found better developed and longer lived. If you use the resistant strains, we suggest they be checked with the same varieties in the regular kind. Varying conditions sometimes produce different results. We have freshly harvested seed of all the following. Please note: The classes are listed according to their flowering season and dates given with each class. These notes are based on the latitude of Chicago and will vary.

**EARLY WONDER (Early Express).** Very early flowering and for this reason, not long-stemmed. Comet type. Will flower in two and one-half months from sowing, but if checked in growth, they will be short-stemmed.

Light Blue	Rose	Lavender	White			
				Tr. Pkt.	1/4 oz.	1 oz.
Above, separate colors.....				\$0.25	\$0.50	\$1.75
Mixed, all colors.....				.25	.40	1.50

**QUEEN OF THE MARKET.** A valuable and popular class, but California seed crop is not a heavy one and foreign seed may have to be used late in the season. If sown about April 1, will flower early in July. Good stems and fair size.

Dark Blue Purple	Deep Rose Rose Pink	Crimson Shell Pink	Dark Lavender White	Light Lavender			
					Tr. Pkt.	1/4 oz.	1 oz.
Above, separate colors.....					\$0.25	\$0.30	\$1.00
Mixed, all colors.....					.20	.25	.75

**EARLY ROYALS.** This class improves Queen of the Market in size and stem and follows them closely in flowering date. An increasingly popular class.

Lavender	Deep Rose	Azure Blue	Rose Pink	Purple	Shell Pink	White			
							Tr. Pkt.	1/4 oz.	1 oz.
Above, separate colors.....							\$0.25	\$0.35	\$1.30
Mixed, all colors.....							.20	.35	1.20

(Continued on next page)

# Regular American Asters (Continued)

**KING, OR NEEDLE TYPE.** This class should be more widely used because of the hardness or shipping quality of the flowers. The pointed petals makes it highly attractive and all colors are good. Mid-season.

Blackish Blue	Crimson	Violet	Lavender	Light Blue
Rose	Shell Pink	White		Tr. Pkt. 1/4 oz. 1 oz.
Above, separate colors.....				\$0.25 \$0.35 \$1.30
Mixed, all colors.....				.20 .35 1.20

**CREGO, OR GIANT COMET.** Quite large with petals twisted or curled adding a fluffy effect. Highly attractive and valuable but does not stand long distance shipping as do the incurved types such as the Royals or American Branching. Valuable for the retail grower. Midseason.

Azure Blue	Cattleya (orchid)	Lavender	Rose Pink	Shell Pink	White
					Tr. Pkt. 1/4 oz. 1 oz.
Above, separate colors.....					\$0.25 \$0.35 \$1.30
Mixed, all colors.....					.20 .30 1.00

**AMERICAN BRANCHING.** The most popular all around strain of American asters. Long-stemmed, well shaped flowers for shipping and fine branching habit. Midseason.

Azure Blue	Deep Rose	Sensation (finest brilliant red)		
Lavender	Peach Blossom	Purple	White	Shell Pink (Mary Semple)
Peerless Pink	Rose Pink (lavender pink; extra fine commercial color)		Tr. Pkt. 1/4 oz. 1 oz.	
Above, separate colors.....				\$0.25 \$0.30 \$1.00
Mixed, all colors.....				.20 .25 .75

**IMBRICATED POMPONS.** This small-flowering class has been increasing in favor, resembling a large button pompon mum. We can say nothing from experience of its rot resistance. California-grown flowers sold well on our market the past season. Midseason, and fair to good stems.

Light Blue	Rose	White	Light Blue (white center)	Violet
				Tr. Pkt. 1/4 oz. 1 oz.
Above, separate colors.....				\$0.25 \$0.40 \$1.50
Mixed, all colors.....				.25 .35 1.25

**CHINENSIS, OR SINGLE.** Very free-flowering and seem more resistant to rot than the double kind. Nice for mixed cut flowers and for selling plants to home gardeners. Midseason.

Carmine Rose	Dark Blue	Marshall Joffre (dark scarlet)		
Flesh Pink	Lavender (or light blue)		Tr. Pkt. 1/4 oz. 1 oz.	
Above, separate colors.....				\$0.15 \$0.25 \$0.75
Mixed, all colors.....				.15 .20 .65

**THE SUNSHINE.** This is a group of singles with twisted petals and cushioned centers. Quite attractive for cutting. Fairly good stems. Provides variety in asters. The following separate colors come fairly true. Late midseason.

Pink	Lavender		Tr. Pkt. 1/4 oz. 1 oz.
Above, separate colors.....			\$0.25 \$0.50 \$1.50
Mixed, all colors.....			.20 .40 1.25

**AMERICAN BEAUTY.** A comparatively recent American development in asters. Fine size, stem and incurved form. Ideal for shipping and especially valuable for their flowering season, which follows the heavy midseason crops.

<b>Black Prince</b> (dark purple)	<b>Azure Fairy</b>	<b>Dark Lavender</b>	<b>Peach Blossom</b>			
<b>Purple</b>	<b>Rose</b>	<b>Shell Pink</b>	<b>White</b>	<b>Tr. Pkt.</b>	<b>1/4 oz.</b>	<b>1 oz.</b>
Above, separate colors.....				\$0.25	\$0.50	\$1.50
<b>Mixed</b> , all colors.....				.25	.40	1.40

**CALIFORNIA GIANTS.** The "Giants" conclude the season and are unrivaled for size and long stems. Crego type of flower and non-lateral stems. Must be planted early in sections liable to early frost. Should be planted in fresh soil for they show little resistance to rot.

Dark Purple	Deep Rose	Light Blue	Peach Blossom	Giant White
				Tr. Pkt. 1/4 oz. 1 oz.
Above, separate colors.....				\$0.35 \$0.75 \$2.50
Mixed, all colors.....				.35 .60 2.00

## Various Asters

**BALL WHITE.** "The finest white aster" and in a class by itself because of its well rounded form and depth of flower. We have greatly improved our Ball White and the regular stock we offer this season is unrivaled. In full crop September 1.

Priced at: Tr. Pkt., 35c; 1/4 oz., 60c; 1 oz., \$2.00.

**CALIFORNIA GIANT SUNSHINE MIXED.** The result of crossing California Giants and Sunshine. Of Sunshine type with Giant stems and size. We find this variety comes about 50% true Sunshine type, balance ordinary Sunshine and singles. Late September.

Priced at: Tr. Pkt., 50c; 1/4 oz., \$1.00; 1 oz., \$3.25.

**HEART OF FRANCE.** Rich dark ruby red with some cutting value. Most effective for bedding.

Priced at: Tr. Pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.40.

**SILVER ROSE.** Selection from Heart of France. A pleasing novelty color in asters which is described as named.

Priced at: Tr. Pkt., 35c; 1/4 oz., 50c; 1 oz., \$1.60.

**SENSATION.** A trifle deeper than Heart of France in color and about ten days later.

Priced at: Tr. Pkt., 25c; 1/4 oz., 40c; 1 oz., \$1.40.

Write for special prices on larger quantities than quoted.



# Late or Summer Peas

**F**OR both retail or market grower, outdoor peas can be made profitable. When summers are not excessively hot, they should be sown in the open as early as the ground can be worked. If sown in February and grown on in pots, nice plants will be available for planting out late April in our latitude. This early start will get in full flower in June. They enjoy a deep rich soil and an occasional heavy watering. The principal cause of failure is aphid which must be fought off with a strong nicotine spray under pressure. Under favorable conditions, these peas are very free-flowering and profitable. We publish a complimentary circular detailing our method of managing this crop. Varieties we find best are starred (\*).

## Summer Peas — Standard Varieties

4 oz. and 1/2 lb. @ lb. prices.	1 oz.	1 lb.
Austin Frederick Improved. Large rosy lavender.....	\$0.15	\$1.75
*Avalanche. Finest white-seeded white.....	.20	1.80
*Blue Bird. The finest clear blue.....	.20	1.80
Blue Flame. Extra large strong dark blue.....	.20	2.00
*Campfire. Sunproof deep scarlet.....	.20	1.80
Commander Godsall. Deep violet-blue.....	.15	1.60
*Constance Hinton. Best black-seeded white.....	.20	1.60
*Crimson King. Fine sunproof crimson.....	.15	1.80
*Debutante (New). Soft salmon shaded peach-pink.....	.35	4.50
Doreen. Large rich carmine.....	.15	1.50
Elfrida Pearson. Clear light pink.....	.15	1.50
*Gleneagles. Clear even lavender.....	.20	1.80
Hawlmak Lavender. Finest light lavender.....	.20	1.80
Hawlmak Pink. Rose-pink shaded salmon.....	.15	1.80
Heavenly Blue. Delphinium-blue.....	.20	2.00
Hebe. The finest large rose-pink.....	.20	1.60
Hercules. Standard deep rose-pink.....	.15	1.60
Hero. Cerise.....	.15	1.80
Magnet. An improved Miss California.....	.20	1.80
Mary Pickford. Fine cream salmon-pink.....	.20	1.80
Matchless. Clear deep cream.....	.20	1.80
*Miss California. Large salmon-rose.....	.20	1.80
Mrs. Cuthbertson. Pink and white; bicolor.....	.15	1.50
Mrs. Tom Jones. A very good blue.....	.15	1.60
*Pinkie. The finest rose-pink; strong grower.....	.20	2.25
*Powerscourt. Finest lilac-lavender.....	.20	1.80
Royal Purple. Large rich purple.....	.15	1.60
Royal Scot. Sunproof orange-scarlet.....	.15	1.60
Supreme. Soft, delicate pink.....	.15	1.60
Warrior. Deep bronze-maroon.....	.15	1.60
*Welcome (New). Deep bright scarlet; sunproof.....	.35	4.50
Youth. Light Picotee pink.....	.15	1.80

**FLORIST MIXTURE.** This is a carefully balanced mixture of colors largely called for in cut flower work.

1 oz., 15c; 1/2 lb., 85c; 1 lb., \$1.65; 5 lbs., \$7.50.





# Early or Winter Peas

THIS class has been a leading specialty with us for the past twenty-five years. If grown in fresh, clean soil and kept free of aphids, they are profitable because of their very free-flowering habit. Prolonged periods of sunless winter weather hurts the early-sown winter crop, but when sown later, January or February, and grown cool for early spring flowering, the early type is at its best, even in dark houses. We make our last sowing February 15. This late sowing gets in full crop for Mothers' day. If sown a month earlier, carried along cool and transplanted to flowering bed February 15, the flowering date is advanced two to three weeks. About six feet of head room will do for this late sowing. A well drained, sweet, clean soil is the most important and necessary requirement in growing peas. Don't miss this.

Another important phase of sweet pea growing is the use of good cut flower varieties. The best colors are, in the order of their value, pink, lavender or blue, white, orange and the various red or cerise colors. For midwinter flowering the first four should be used exclusively, but for spring most of the novelty or uncertain colors will go. For all seasons, the various shades of rose-pink and lavender should be largely depended upon. We publish a complimentary circular describing our method of handling this crop, particularly the sterilizing of the soil. Also our twenty-cent Red Book devotes considerable space to this crop. We are anxious to be of service to you in the profitable growing of this or any other crop. Feel free to write us.

## “All the Best” Standard Winter Peas

We well appreciate the practical importance of this list and where better ones are suggested we are very certain that it will apply to any growing or climatic conditions.

### PINK SHADES

	1/2 oz.	1 oz.	4 oz.	1 lb.
Columbia. Pink and white bicolor.....	\$0.25	\$0.40	\$1.50	\$4.50
Ball Rose Improved. Extra rich deep rose.....	.30	.50	1.75	6.00
Ball Rose. The finest rich deep rose.....	.30	.50	1.50	5.00
Ball Rose Queen. Extra long-stemmed rose-pink.....	.30	.45	1.50	5.00
Zvolanek's Rose. Laddie is much better.....	.25	.40	1.50	4.50
Jeanne Mamitsch. Long-stemmed rose.....	.30	.50	1.50	5.00
Louise Gude. Laddie is far better.....	.20	.40	1.40	4.00
Superior Pink. Deep rose; Ball Rose is superior.....	.30	.50	1.50	5.00
Pink Profusion. Rose-pink .....	.25	.45	1.50	4.50
Mrs. Holscher. Very good rose-pink .....	.30	.50	1.50	5.00
Springsong. Large rich salmon-pink.....	.30	.50	1.50	5.00
Mrs. Calvin Coolidge. Salmon-pink.....	.25	.50	1.50	5.00
Fascination. Attractive cream-pink .....	.40	.75	3.00	10.00
Pink Cherokee. Cream-pink; Fascination is better.....	.25	.40	1.40	4.50
Majestic Rose. Rose-pink .....	.30	.50	1.75	6.00
Giant Rose. Well named.....	.25	.50	1.50	5.00
Fair Maid. Light pink.....	.25	.40	1.50	4.50
Laddie. Extra long-stemmed rose .....	.30	.50	1.75	6.00



Winter Peas (Continued)

LAVENDER

	1/2 oz.	1 oz.	4 oz.	1 lb.
Fragrance (New). Orchid-lavender.....	\$0.50	\$1.00	\$3.75	\$15.00
Early Vogue. Lavender with blue shading.....	.30	.50	1.50	5.50
Harmony. Finest lavender .....	.30	.50	1.50	5.00
Lavender King. A good lavender.....	.25	.40	1.50	4.50
Heather Bell. Rosy lavender .....	.25	.40	1.50	4.50

BLUE

Ball's Blue. Free-flowering blue .....	.25	.40	1.50	4.75
Mrs. Hoover. Extra long-stemmed blue .....	.30	.50	1.50	5.00
Blue Bird. Mrs. Hoover is better.....	.30	.40	1.50	4.50
Blue Jacket. Dark blue .....	.30	.40	1.50	4.50
Indigo Blue. Dark shade .....	.30	.40	1.50	5.00
Mrs. Harding. Silvery blue .....	.25	.40	1.40	4.50
Silver Blue. Rather pale .....	.25	.40	1.40	4.40
Blue Bonnet. Ball's Blue is better.....	.30	.40	1.75	5.00
Marine Blue. Large; not long-stemmed.....	.30	.40	1.50	5.00

WHITE

White Harmony. Extra long-stemmed .....	.30	.50	1.50	5.50
Hope. Very fine white.....	.35	.60	1.75	6.00
Snowstorm. Prefer above black-seeded kind.....	.30	.40	1.50	4.50

ORANGE AND SALMON

Ball Orange. Finest orange .....	.35	.60	2.00	6.50
Burpee's Orange. Lighter shade .....	.30	.50	1.75	5.00
Mrs. Kerr. Salmon .....	.30	.50	1.50	5.00
Eldorado. Light orange .....	.30	.40	1.50	5.00
Torch. Salmon-orange .....	.30	.50	1.50	5.00
Valencia. A good orange .....	.40	.60	2.25	6.00

SCARLET AND CERISE

Early Bright Light. Vivid orange-scarlet .....	.30	.40	1.75	4.50
Vulcan. Prefer Early Bright Light.....	.30	.40	1.50	4.50
Grenadier. Poppy-scarlet .....	.30	.50	1.75	5.50
Gorgeous. Cerise .....	.30	.40	1.50	4.50
Flamingo. Orange-salmon .....	.30	.50	1.50	5.00
Glitters. Early Pride much better.....	.30	.40	1.50	4.50
Sunray. Light cerise .....	.25	.50	1.50	5.00
Early Pride. Early long-stemmed deep cerise.....	.35	.65	2.00	7.00
Red Bird. Crimson-red .....	.35	.60	1.75	6.00
Miss Spokane. Bright red .....	.25	.40	1.50	4.50
Maroon Prince. Dark maroon .....	.30	.50	1.75	5.00

MISCELLANEOUS

Amethyst. Rich bright purple .....	.25	.40	1.25	4.50
Chevalier. Dark rose .....	.25	.40	1.50	4.50
Meadow Lark. Cream .....	.30	.50	1.50	5.00
Yarrowa .....	.20	.35	1.30	4.00

“ALL THE BEST” MIXTURE. This is a combination of all the best standard varieties with a good proportion of the lighter and pink shades that are preferred for retail work .....

.25	.40	1.50	4.00
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WRITE FOR SPECIAL QUOTATIONS ON LARGER QUANTITIES.

## Fine Petunias



Hybrida  
Bedding.

Grandiflora  
Plain.

Ball Fringed  
Mixture.

Giants of  
California.

Double  
Fringed.

**T**HE Giant or Superbissima (open throat) type of petunias is of comparatively recent origin. They were, of course, bred up from the smaller ones and nothing the seed grower can possibly do will prevent some of these medium size off-types appearing among the Giants; and the same applies to breaks among straight colors. Through careful personal inspection of our seed crops in California and Europe, and through extensive trials on our own grounds, we exhaust every possible means to supply good strains. No crop is more easily grown—after the seed is up. We supply a circular gratis on sowing and germinating seed which might interest you in this connection.

### Double Fringed Petunias

Our strain of double fringed petunias in mixture will produce 30 to 35% large fully double fringed flowers and about 5% semi-double. The singles are attractively fringed. The growth is fairly compact. We are certain that this strain is unexcelled and dependable.

$\frac{1}{2}$  Tr. Pkt., 75c; 1 Tr. Pkt., \$1.50;  
 $\frac{1}{8}$  oz., \$4.50.

### Ball's Single Fringed Petunias

This is an attractive mixture of singles which will produce fully 75% beautifully fringed flowers, medium to large. The color range is attractively light. Growth is vigorous and medium tall. A very attractive strain to sell from flats and for bedding.

Tr. Pkt., 50c;  $\frac{1}{16}$  oz., \$1.25;  $\frac{1}{8}$  oz., \$2.00;  $\frac{1}{4}$  oz., \$3.75.

New Dwarf Petunia Setting Sun. Brilliant rose; extra dwarf. Pkt., 50c.

New Dwarf Petunia Gottfried Michaelis. Bright amaranth-red; dark throat. Pkt., 50c.

We personally inspected these new petunias in Europe the past summer and offer them with confidence.





## Fine Petunias

**Double Fringed.** We have a choice dependable strain described on opposite page.

**Giant Ruffled Single.** This is the largest-flowering class. No petunia business can afford to be without these giants, either as pot plants or bedding. Though somewhat lacking in the native vigor of the small-flowered class, if not stunted in small pots and planted out in well prepared soil, they make a wonderful showing for bedding.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.
<b>Giants of California.</b> Strong growing giant mixture of extra rich colors..... $\frac{1}{8}$ oz., \$4.25	\$0.50	.....	\$1.40	\$2.25
<b>Dwarf Giants of California.</b> True giants with decidedly compact habit. The best dwarf mixtures available. Comes around 75% true giants..... $\frac{1}{8}$ oz., \$10.00	1.00	\$2.00	3.00	5.50
<b>Dwarf Giants of California.</b> Dark selection.....	1.00	2.00	3.00	5.50
<b>Dwarf Giants of California.</b> Ramona strain. Medium dark	1.00	2.00	3.00	5.50
<b>German Empress.</b> Bluish white, veined violet-blue. Extra dark throat, highly attractive. Quite true to color	.50	1.50	.....	.....
<b>Prince of Wuerttemberg.</b> Dark rose-crimson dark throat	.50	1.50	.....	.....
<b>Princess of Wuerttemberg.</b> Violet-rose with dark veins and strikingly dark throat. Extra large and fine.....	.50	1.50	.....	.....
<b>Giant Copper Red.</b> Well named. Produces a few color rogues but a true giant, richly colored.....	1.00	2.00	.....	.....
<b>Harlequin (New).</b> White and red spotted on a coppery red ground. An original color and strikingly effective	1.00	2.00	.....	.....

**Single Large-Flowering, Fringed.** A beautifully fringed class, not quite so large as the giants; combine fine habit with a choice range of colors. Free-flowering and largely used for bedding and pot plants.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.
<b>Pepita (New).</b> Carmine-scarlet combination, blotched white, strongly waved and frilled.....	\$1.00	\$1.75	\$3.00	.....
<b>Brilliant Rose.</b> Effective dark rose, beautifully frilled.....	1.00	2.00	3.50	.....
<b>Kermesina.</b> Extra large fine crimson.....	.75	1.25	2.00	.....
<b>Theodosia.</b> Large well fringed pink with gold center..... $\frac{1}{8}$ oz., \$11.00	1.00	2.00	3.75	\$6.50
<b>Pink Triumph.</b> Clear fringed pink and free. Fine bedder..... $\frac{1}{8}$ oz., \$6.00	.75	1.25	2.00	3.50
<b>Romany Lass.</b> Well fringed medium size crimson.....	.50	1.50	2.50	.....
<b>Fluffy Ruffles.</b> A pleasing mixture of light and dark shades. Well fringed.....	.50	.80	1.50	2.75
<b>White Beauty.</b> Large well fringed white.....	.50	.80	1.50	2.75
<b>Pride of Portland.</b> Deep rose-pink.....	.50	.80	1.25	2.50
<b>Fringed Royal Purple.</b> Deep velvety violet; well fringed and extra choice.....	1.00	2.00	3.75	.....
<b>Giant Steel Blue.</b> Richly veined, large light blue.....	.75	1.75	3.00	.....
<b>Ball Single Fringed Mixed.</b> You will note this described on opposite page..... $\frac{1}{8}$ oz., \$2.00	.50	.....	.75	1.25

**Single Large-Flowering (Ruffled and Plain Edged).** Same good size and coloring as the above class; some very valuable kind in this group.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.
<b>White Cloud (New).</b> Compact habit, very free; ideal for a white bedding or pot variety.....	\$0.75	\$1.00	\$1.75	\$3.25
<b>Venosa.</b> Steel-blue, plain edged.....	.50	.75	1.40	.....
<b>Violacea.</b> Rich, deep violet-purple of fine size.....	.75	2.00	3.75	.....
<b>Pink Glory.</b> Clear flame-rose-pink, fairly compact and very desirable for all purposes.....	.50	.....	1.50	2.50
<b>Dwarf Pink Glory.</b> A dwarf form of Pink Glory, very choice habit, but variable.....	.75	1.50	2.75	.....

(Continued on page 12)



## Fine Petunias (Continued)

### Single Large-Flowering—Continued

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.	$\frac{1}{8}$ oz.
Purple Prince. A good plain edge medium size purple ..... $\frac{1}{8}$ oz., \$3.00	\$0.50	.....	\$1.00	.....
Elk's Pride. Velvety violet, very choice and true..... $\frac{1}{8}$ oz., \$4.00	.50	.....	1.25	\$2.25
Balcony Queen. We do not find this to be a regular Balcony type. Fairly large-flowered, violet-purple with irregular white marking making it highly effective for any purpose. We have an exclusive stock which has been given special attention.....	.50	\$0.80	1.50	2.75
Queen of the Market. Deep carmine with scarlet hue, medium size, very attractive .....	.75	1.75	3.00	.....

**Balcony Type.** Semi-trailing habit and largely used for porch and window boxes. Of medium size and free-flowering. The following cover "All the Best" colors.

	Tr. Pkt.	$\frac{1}{8}$ oz.	$\frac{1}{2}$ oz.	1 oz.
Blue (choice violet-blue), Crimson, Rose, White...Each, \$0.25	\$0.25	\$0.50	\$3.50	\$6.00
Balcony Mixed .....	.25	.50	.....	5.50
Star of California. A violet-crimson with white blotches; variable .....	.25	.....	.....	.....

**Dwarf Hybrid Type.** Erect and distinctly dwarf. This class covers the most popular bedding varieties in petunias. Medium to small flowers very freely produced and of an attractive range of colors.

	Tr. Pkt.	$\frac{1}{2}$ oz.	1 oz.
Alderman. Dark violet .....	\$0.35	\$1.25	\$2.00
Blue Bird. Deep violet-blue .....	.35	1.50	2.50
Cockatoo. Violet-purple with some irregular white marking....	.50	.....	.....
Dwarf Inimitable. Dwarf blotched and striped.....	.25	.80	1.50
Heavenly Blue. Silvery light even blue.... $\frac{1}{8}$ oz., 75c; $\frac{1}{4}$ oz., \$1.40	.50	.....	.....
Norma. Violet-blue with white star.....	.25	.80	1.50
Rose of Heaven. Deep rose-pink, very popular.....	.25	1.00	1.75
Rosy Morn. Rose-pink with large white throat.....	.35	1.40	2.50
Snowball. Even color and growth; fine bedder.....	.25	.80	1.50
Special Hybrid Mixed .....	.25	.80	1.50

**Small-Flowered Hybridas.** This class is generally smaller-flowered than the Dwarf Hybridas, with a very free-flowering habit.

	Tr. Pkt.	$\frac{1}{2}$ oz.	1 oz.
Alba. Clear white .....	\$0.15	\$0.40	\$0.75
Blue Bee. Same blue as Viola Jersey Gem.....	.35	.80	1.50
Carmen Sylva. Choice blue with white throat.....	.20	.75	1.25
Countess of Ellsmere. Pink with white throat.....	.15	.40	.75
General Dodds. Deep red .....	.25	.80	1.50
Howard's Star Improved. Velvety purple with white star.....	.35	1.00	1.75
Violet Gem. Rich deep violet.....	.25	.80	1.50
Lord Courtenay (Golden Rose). Brilliant rose, yellow throat..	.25	.60	1.00
Small-flowering Mixture (of best varieties).....	.35	1.00	1.75

**Carnation-Flowered.** Small semi-double; not generally satisfactory. Tr. Pkt.

Double Rosy Morn. Best of the Carnation-flowered type.....	\$1.00
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**Diener Varieties.** We can supply the following in originator's packets and descriptions.

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.
No. 1. Ruffled Monster Pink. Extra large well colored pink with heavily veined center .....	\$0.50	\$2.50	.....
No. 8. Ruffled Monsters Mixed. Fairly dwarf and extra choice .....	.50	2.50	\$4.00
No. 19. Giant Pink Glory. Improved Pink Glory and extra size .....	.50	.....	4.00
No. 47. Jumbo Mixture of Ruffled Monsters.....	1.00	.....	.....
No. 22. Rose Color. An improved Rosy Morn.....	.25	.....	3.00
No. 46. (New). Single deep rich velvety violet, extra large.....	.50	.....	.....

# Ball Calendula

**O**RIGINATED and sent out by us in 1920, it set up an unapproachable standard of excellence giving real florist value to the old "pot marigold." Our original variety was orange, from which we wrested the deep yellow, long-stemmed "Gold," a superb cut flower variety. On the suggestion that the golden color was too yellow, we toned it down to our "Ball Lemon Queen," a lighter shade, and to brighten it we gave it a dark eye. Next we drew our "Supreme" out of our orange. This is a shade lighter than our regular orange, not quite so long-stemmed but more freely produced. This we also gave a black eye, adding a rich contrast to the cadmium-orange. From this we worked out "Apricot," a rich straw or buff that inherited the same dark center, also some tendency to throw orange petals. Our market was so well pleased with this departure that we carried it a step further to our "White," a creamy shade, but we lost a little on stem in this job, and a trifle in size, too; makes a rich bedder, though, where summers are not too hot. In the meantime one of our friends came along with a so-called "crimson shaded Sensation." We were not bright enough to note either the crimson or a difference between it and our orange, but some of our friends were, so we adopted it. Next we selected our "Long Orange," getting a little more stem. Through all this we were working for a really long-stemmed orange with a black center—we found plenty, but they wouldn't stay put. However, last year we got it, and this we call "Masterpiece." It still throws 5 to 10% light eyes, but next year we will have it better. Our market considers it the last word in calendula, and note we have this season reduced the price on our strains of Ball Calendula. You can sow calendula in January and February for spring-flowering and selling as pot plants.



Ball Lemon Queen (Dark Center).

**PRICES:** Ball Long Orange, Sensation, Gold, Ball Lemon Queen, Supreme, Apricot, White: Tr. Pkt., 50c;  $\frac{1}{4}$  oz., 75c; 1 oz., \$2.50.

Ball Masterpiece (new): Tr. Pkt., 50c;  $\frac{1}{4}$  oz., \$1.00.

Mixed: Tr. Pkt., 40c;  $\frac{1}{4}$  oz., 60c; 1 oz., \$2.00.

**Radio.** Bright orange color with quilled petal effect. Not a "Ball" calendula type of growth and is too short stemmed for cutting, but distinctly valuable for bedding.

**Orange King.** This is a dark centered deep orange, not long enough stemmed for cut flower purposes, but valuable for outdoor planting.

**Lemon Queen.** Light or lemon-yellow and of value for outdoor work.

**PRICES on Radio, Orange King and Lemon Queen:** Tr. Pkt., 25c;  $\frac{1}{2}$  oz., 60c; 1 oz., \$1.00; 2 oz., \$1.75; 1 lb., \$10.00.

The following kind are distinctly dwarf and small flowering; useful for bedding.

**Nankeen.** Cream shaded apricot and pink. **PRICE:**  $\frac{1}{4}$  oz., 25c; 1 oz., 75c.

**Trianon.** Yellow striped orange; dark center. **PRICE:**  $\frac{1}{4}$  oz., 25c; 1 oz., 75c.



# "BALL STOCKS"

(Non-Branching)

**T**HROUGH single plant selection in our greenhouses, we have trued up and given real commercial value to a number of strains of non-branching stocks. We have been growing these extensively for market and we know their value is fixed. The outstanding worth lies in their extra long stiff-stemmed flowers. This is due to a concentration of all the plant's energy in the one flower spike; this not only stiffens it, overcoming the wilting tendency in stocks, but adds greatly to the size of individual flowers. When grown close together in the greenhouse, our strains will come fully 99% non-branching, with a percentage of doubles averaging 60 to 65%. These strains represent "the last word in fine stocks," and are "supremely fine" for any work calling for extra long-stemmed fragrant flowers. We make our last sowing February 15th. In a carnation house temperature, this gets in around Mothers' day and Memorial day. Our Red Book (20c) and complimentary circulars furnish detailed growing suggestions. We offer seed of the following varieties.

## \*Lilac Lavender.

Our finest commercial color and the one we started work on four years ago. A week to ten days earlier than even the Bismarcks.

## \*Champion White.

Extra long-stemmed and about ten days to two weeks later than our Lilac Lavender. Very slightly tinged rose but easily used for clear white. This variety continues to produce a few weak breaks from base of flower spike, but none below that point and they are easily rubbed out.

## \*Chamois.

Bright clear chamois-pink; a very attractive market color and about a week earlier than our Lilac Lavender.

## Ruby.

Rich deep crimson-rose. Early-flowering and comes true to the non-branching type. A heavy color and wanted in moderate quantity.

Price for any of above: Tr. Pkt. of about 1000 seeds, \$1.00; 1 oz., \$10.00.  $\frac{1}{4}$  and  $\frac{1}{2}$  oz. at oz. rate. From dealers in our packets only.



Medal Awarded "Ball Stocks"  
S. A. F. National Show, 1931



# Branching Stocks

**F**OR either the retail or market grower, well grown stocks are usually profitable. For the retail grower they are indispensable. Stocks are used freely and in large quantities during April and May and they are at their best during these favorable growing months. They do equally well in a ground or raised bed and will stand a well enriched soil. The past season we tried them in virgin soil from low land with poor results until a top dressing was applied of 6-8-6 fertilizer. The effect was prompt and really magical, while a check plot literally starved to death. Such soil has plenty of fertility, but it seems to require manure or fertilizer in some form to set the good in it free.

\*Best cut flower colors are starred.

## IMPROVED BISMARCKS.

- \*Rose. Fine standard color.  
Flesh. Delicate shade of pink.
- \*Lavender. Fine standard color.
- \*Chamois. Choice market color.
- \*Golden Ball. Clear ivory-yellow.
- \*White. Early clear white.
- Apple Blossom. Light pink.
- \*Lilac. Lilac-lavender.
- Blood Red.

Prices on above separate colors, 1/8 oz., 50c; 1/4 oz., \$1.00; 1 oz., \$3.00.

Mixed, all colors, 1/8 oz., 35c; 1/4 oz., 60c; 1 oz., \$2.25.

- Royal Purple. Rich deep purple.
- Antique Copper. A fine copper-red.
- Golden Rose. Light rose.

Above three varieties, 1/8 oz., 75c; 1/4 oz., \$1.25; 1 oz., \$4.00.

## PERPETUAL BRANCHING (Giant Perfection)

- \*Rose. A clear even shade.
- Sapphire. Violet or dark lavender.
- \*May Queen. Lavender or pale blue.
- Snowdrift. Fine clear white.
- Princess Alice. Early white.
- La France. Blush, nearly white.
- \*Heatham Beauty. Terra cotta rose, very fine.
- \*Empress Augusta Victoria. Silver-lilac and very fine.
- Blood Red. Not a standard market color.
- Dark Blue.
- Light Blue.

	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors..	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

## SANTA MARIA.

A giant new pure white; long-stemmed habit with very vigorous growth and high percentage of doubles. Tr. Pkt., 50c; 1/4 oz., \$2.00.

## BEAUTY OF NICE.

- \*Mont Blanc. Clear, extra early white.
- Monte Carlo. Rich canary-yellow.
- \*Aurora. Golden buff, fine.
- Belle de Naples. Rich old rose.
- Salmon King. Strong salmon-rose.
- Beauty of Nice. Flesh-pink.
- \*Cote D'Azure. Light or lavender-blue.
- Summer Night. Early purple.
- Carmin Rose (Abundance).
- Blood Red.
- Sou. de Monaco. Best crimson, late.
- American Beauty. Deep rose, tends to come blind under glass if planted late.
- \*Queen Alexandra. Rosy lilac, fine.

Prices, separate colors, 1/8 oz., 40c; 1/4 oz., 75c; 1 oz., \$2.50.

Mixed, all colors, 1/8 oz., 35c; 1/4 oz., 60c; 1 oz., \$2.00.

**TEN WEEKS.** This class is of compact branching habit, ideally suited for pot plants or bedding, but not for cut flowers. Produces a high percentage of doubles.

Blood Red. Deep Rose. Canary Yellow. Lavender. White. Carmin Pink. Purple.

	1/8 oz.	1/4 oz.	1 oz.
Prices, separate colors..	\$0.40	\$0.75	\$2.50
Mixed, all colors.....	.35	.60	2.00

# Marigolds

**T**HERE is a considerable amount of cut flower business in the Giant African type of marigold. With plenty of water and deep, rich soil they flourish outdoors. But it is in the greenhouse during April and May that they are at their best. For this crop we sow about mid-January. After Valentine's day, we transplant them, 3 or 4 inches apart, into flats, spacing them 3x4 inches. Unless the roots are confined in shallow soil, the growth will become rank and will not set buds. Fuller suggestions on the handling of this crop will be found in our "Red Book." The showy value of Legion of Honor and Robert Beist for bedding or border work is not generally appreciated. If started early, they can be starved into flower in small pots and sell well. Legion of Honor is best for this. And don't overlook the decorative and cut flower value of Guinea Gold.

## Giant African Type.

**"Alldouble" Orange.** Of the three strains of this class, we believe this is the best. Produces a small percentage of singles and some semi-doubles and a very satisfactory proportion of good doubles.

**"Alldouble" Lemon.** Lemon or light yellow strain of "Alldouble" Orange. Prices on above: Tr. Pkt., 40c; 1/2 oz., \$1.00; 1 oz., \$1.75; 1 lb., \$20.00.

**Orange Ball.** Regular tall African strain. } Tr. Pkt., 25c; 1/2 oz., 60c;  
**Lemon Ball.** Same as above in lemon color. } 1 oz., \$1.00; 1 lb., \$10.00.

## Fistulosa Type.

**Prince of Orange.** This is a well developed Fistulosa type. The doubles are in good proportion and are extra large and full, few semi-doubles, some real singles.

**Lemon Queen Fistulosa Type.** Same as Prince of Orange in lemon color. Prices on above: Tr. Pkt., 40c; 1/2 oz., \$1.00; 1 oz., \$1.75; 1 lb., \$20.00.

**Guinea Gold.** Medium size flowers. Bright golden orange with good stems for cutting. The semi-double flowers are very freely produced, giving it extra value for garden decoration. Last season's European novelty which has made good all over America.

Prices on Guinea Gold, Tr. Pkt., 50c; 1/2 oz., \$1.25; 1 oz., \$2.00; 1 lb., \$25.00.

Tr. Pkt. 1 oz.

**Tall French: Josephine.** Small single rich dark brown flowers with some value for cutting.....\$0.20 \$0.60

**Tall French: Mixed Colors**..... .20 .50

**Dwarf French: Robert Beist.** A strikingly rich shade of dark reddish brown. Medium tall and effective for outdoor work .20 .60

**Dwarf French: Legion of Honor.** Single red and yellow combination. Dwarf and extra valuable for bedding or pots. Don't miss it ..... .20 .50

**Dwarf French: Double Golden Ball.** Golden yellow..... .15 .50

**Signata Pumila.** About 10 inches. Fine for edging. Covers itself with small golden yellow flowers..... .15 .75

**Lilliput.** 8 inches. Mixed, all colors..... .15 .75





# Annual Larkspur

**F**OR either the greenhouse or outdoors, larkspur is an easily and a largely grown standard crop. It is planted by the acre for wholesale markets and no retail greenhouse grower can afford to be without a bench of it. We make our final indoor sowing about mid-February and this comes in for Memorial day. The earliest outdoor crop is from an outdoor sowing made late in the fall. This crop is followed by a sowing as early in the spring as the soil can be worked and successive ones every two weeks until well into June. The branching kind is generally preferred. The Hyacinth or single-stem type produces but one fine long spike and if conditions much favor its growth, the stem becomes hollow and is easily broken. If grown in the greenhouse, this type should be planted on raised beds in a carnation house temperature. Our greenhouse crops of larkspur keep us in close, direct touch with the value of varieties and colors. "Follow the stars" if you want our suggestion for the best cut flower colors.

## Branching Type.

**Giant Imperial or Improved Upright.** Also known as the Spiral Type. This is the latest development in larkspur. It differs from the old varieties by tending to branch from the base and producing a more upright growth. When planted close in a greenhouse, the base branching habit cannot develop to the extent it does outdoors, but the more upright growth and greatly improved colors makes this class a real improvement.

	Liberal Tr. Pkt.	1 oz.	1 lb.
<b>Daintiness.</b> Light lavender.....	\$0.40	\$1.25	\$15.00
* <b>Miss California.</b> Rich deep pink suffused salmon.....	.40	1.25	15.00
* <b>Carmine King.</b> Highly attractive carmine-rose.....	.40	1.25	15.00
<b>Exquisite Pink Improved.</b> Rich soft pink.....	.25	.75	12.00
* <b>The Empress.</b> Salmon-pink .....	.25	1.00	10.00
<b>Los Angeles.</b> Rosy salmon-pink.....	.25	1.00	12.00
<b>White Spire.</b> A fine white.....	.25	1.00	12.00
<b>Blue Spire.</b> Rich Oxford-blue (New).....	.40	1.25	15.00

## Tall Double Stock-Flowered Type.

<b>Empress Rose.</b> Fine pink.....	.25	.75	8.00
<b>La France.</b> Salmon-pink.....	.25	.75	10.00
<b>Newport Pink.</b> Lustrous carmine.....	.20	.50	5.00
* <b>Dark Blue, Sky Blue, Rosy Scarlet, *Lilac and *White</b> .....	Each .20	.60	6.00

All the above colors are good except Sky Blue and Rosy Scarlet which should not be used under glass.

<b>Mixture of all varieties</b> .....	.15	.50	5.00
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## Giant Hyacinth-Flowered.

Single-stemmed type; earlier-flowering. Following are the generally used colors:

* <b>Pink, *Dark Blue, Purple, Lilac, White</b> .....	Each .25	.80	8.00
<b>Mixed, all colors</b> .....	.25	.80	8.00

Our supply of all varieties is from 1932 harvest.



## Bodger's Zinnias

**W**HEREVER there are hot summers, zinnias have real florist value which every retail grower should take advantage of. Both for cutting and selling young plants from pots or flats, they are called for and popular everywhere. They flourish only in heat and this includes the germination of the seed which will rot and be "no good" in a cold, wet soil. After they are well established, they will do very well in a carnation house. Don't get them out until it is safe to plant tomatoes, and they do enjoy a deep, rich soil. The shelter of a cloth house and disbudding to one or two flowers to a plant will produce fancy large flowers, but zinnias are a sun flower and only the lightest grade of aster cloth must be used, for they will draw up weak in too much shade. For a mid-August and September crop, sow outdoors about June 20th. An overhead watering system is usually necessary for good results, especially with a late sowing.

### We Offer Only Bodger's Zinnia Seed.

Foreign or other strains might or might not be just as good, but our business being exclusively with florists, we cannot take a chance because the originator, above all others, is most familiar with true types. We call special attention to the Giant Mammoth type. The petals, especially the center ones, are folded back flat or imbricated, while in the Dahlia-flowered class, they tend to incurve, especially the center ones. The Mammoths are fully as large and attractive as are the Dahlia type and because of a slightly freer seeding habit can be priced somewhat lower; and—please note our sharply lowered prices on next page.

## Standard American Zinnias

**Dahlia-Flowered Varieties.** Generally accepted as the finest type of modern zinnias. We confine our list to the choicest colors.

Canary Bird. A delicate primrose-yellow.

Crimson Monarch. Very large crimson-red.

Dream. A fine deep lavender.

Golden State. A very rich orange-yellow.

Golden Dawn. Golden yellow of immense size with dark center.

Oriole. Orange and gold. This and Exquisite are our choice for cut flowers.

Old Rose. Real old rose shade; very fine.

Purple Prince. Very large deep purple.

Polar Bear. A very large white.

Illumination. Deep rose-pink.

Exquisite. Fine light rose.

Eldorado. Rose.

	Tr. Pkt.	¼ oz.	½ oz.	1 oz.	1 lb.
Prices, separate colors.....	\$0.25	\$0.40	\$0.75	\$1.25	\$12.00

Special Gold Medal Mixture. This is a combination of the above named varieties. Nothing but true

Dahlia-flowered varieties in this mixture.....	.25	.35	.60	1.00	10.00
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**Special Offer: One trade packet each of above twelve varieties for \$2.25.**



## Zinnias (Continued)

**Giant Mammoth Type.** For size and general effect, this group, in our estimation, deserves more attention. The flower petals tend to fold back more uniformly than in the Dahlia-flowered type, giving a general effect which is not improved upon by any class.

**Cerise Queen.** Very choice cerise-rose.

**Purity.** A very good clean white.

**Miss Willmott.** Soft pink.

**Rose Queen.** Striking bright rose.

**Golden Queen (Lemon Queen).** Same as Dahlia-flowered Golden Dawn; very fine.

**Brightness.** Extra bright deep rose; comes fairly true to color.

**Lavender Gem.** Same as Dream in the Dahlia-flowered class.

**Orange King.** Similar in color to our Ball Orange calendula.

**Scarlet Gem.** Best real scarlet in this group.

	Tr. Pkt.	¼ oz.	½ oz.	1 oz.
Prices, separate colors.....	\$0.25	\$0.35	\$0.60	\$1.00
Mixed, all colors.....	.15	.30	.50	.85

**Special Offer: One trade packet each of above nine varieties for \$1.75.**

**Colossal, or New Giants.** Not so large as the Giant Mammoth class, but of fair size, full petalled and vigorous growth.

**Apricot Yellow.**

**Golden Yellow.**

**Burnt Orange.**

**Bright Rose.**

**Ruby Red.**

**Light Salmon.**

	Tr. Pkt.	1 oz.
Prices, separate colors.....	\$0.25	\$0.75
Mixed, all colors.....	.20	.65

**Dwarf, or Pumila.** Of medium size, fine for bedding and useful for cutting.

**Fire Ball.** Very bright scarlet.

**Golden Yellow.**

**Canary Yellow.**

**Salmon Rose.** Extra choice for cut flowers.

	Tr. Pkt.	1 oz.
Prices, separate colors.....	\$0.20	\$0.75
Mixed, all colors.....	.15	.60

**Lilliput, or Small-flowered.** This is the button, or pompon type, being about the size of a pompon mum. Valuable both for bedding and cutting. The cut flower demand generally chooses the very large or this very choice button type. Don't miss it.

	Tr. Pkt.	½ oz.	1 oz.
Golden Gem, Salmon Rose, Purple, Scarlet Gem.....	Each, \$0.20	\$0.40	\$0.75
Mixed, all colors.....	.15	.35	.60

**Special Offer: Trade packet of each of the four Lilliput varieties, 75c.**

**Picotee Zinnia Delight.** This new class is of medium size with part of the petals ruffled or curled. Attractively shaded light to dark salmon. Comes fairly true to its type. Tr. Pkt., 25c; ½ oz., \$1.25; 1 oz., \$2.00.

**Picotee Mixed.** Fine mixture of this ruffled or curled type.

Tr. Pkt., 25c; ½ oz., \$1.00; 1 oz., \$1.75.

**Crown o'Gold.** Each petal of the flower of this new zinnia is overlaid with golden yellow at the base while carrying out the individual flower color at the tip. Quite an original color break in zinnias.

Tr. Pkt., 25c; ¼ oz., 40c; ½ oz., 85c; 1 oz., \$1.50.

**Early Wonder.** Salmon-cerise-pink. An extra early-flowering class. Medium to large flowers with fairly strong growth.

Tr. Pkt., 25c; ¼ oz., 40c; ½ oz., 85c; 1 oz., \$1.50.

**New Haagaena Mexicana Hybrids.** Double mixed. Small-flowered dwarf; largely used for border work with some cut flower value.

Tr. Pkt., 25c; 1 oz., \$1.00.



## Winter Flowering Snapdragons

**L**ONG stiff stems, attractive colors and easily grown in a cold house, explains why "snaps" increase in use with every passing season. There are occasions during spring months when the late or after mum crop of these flowers is in oversupply, but the early planting generally makes out well. For this crop, the sowing should be made in June, carried along in 2½-in. pots in an outdoor frame and planted out in August. They should be pinched back to about six eyes after buds are well set, which will be during August with the true early-flowering varieties. This early start will get in crop around October 1st. The tendency among many growers is to plant closer, about 6x8 inches. A raised bed brings the crop on a little faster, but ground beds are generally used. In a night temperature not exceeding 48°, free ventilation, and with the lower soil neither too dry nor too wet, there will be no spread of rust. When the plants' resistance drops through lack of favorable growing conditions, rust will indicate it and under these conditions, no form of spray, as far as we know, will prevent its spread.

Occasionally, a grower loses out through the use of varieties which are not really early-flowering. The various strains of Cheviot Maid and including Sun-Tan are typical early ones. The Witterstaetter strains, Rose Queen, Afterglow and the New Cincinnati, while not quite so early, are correspondingly longer-stemmed and true winter bloomers—generally accepted as the finest in this class. We believe New Cincinnati the very last word in pink snaps. It is a shade lighter than Rose Queen and first-class in size and stem. A number of varieties among recent introductions are not typically early-flowering. For general use they become a loss when introduced as such. When planted extra early, these intermediate varieties give a good account of themselves, but under ordinary treatment, such as must be reckoned with, they fail to flower early enough and result in a loss to all concerned.

We annually grow greenhouse trials of all new and standard varieties of snapdragons for the sole purpose of the information on varieties these trials afford us.

To be sure of the trueness of our stock, all seed of our valuable forcing varieties is greenhouse-grown and carefully separated, one variety in a house.

### Standard American Snapdragons.

We find the following are the fourteen best varieties today.

	Tr.Pkt.	3Pkts.	5Pkts.
<b>Rose Queen.</b> Extra deep rose-pink; long-stemmed.....	\$1.00	\$2.50	\$3.50
<b>Cheviot Maid, Yoder Strain.</b> A shade lighter than the original stock. Extra true, with a fine stem.....	1.00	2.50	3.50
<b>Cheviot Maid Supreme.</b> In depth of color and stem, this improves the original stock.....	1.00	2.50	3.50
<b>Cheviot Maid.</b> Original stock; early and free-flowering	1.00	2.00	3.00
<b>Jennie Schneider.</b> Soft rose-pink. Must be planted early for winter-flowering. Fine to plant late for spring-flowering .....	1.00	2.00	3.00
<b>Winter Helen.</b> A greatly improved strain of Helen. Originator's packets .....	1.50	4.00	6.50





West Chicago, Ill.

Snapdragons (Continued)

	Tr.Pkt.	3Pkts.	5Pkts.
Allman's Pink. Extra long, rich silvery rose-pink.....	\$1.50	\$4.00	\$6.50
Afterglow. Rich golden orange with habit of Rose Queen. About two weeks later flowering than Sun-Tan, but a more even color.....	1.00	2.50	3.50
Sun-Tan. An orange-tan break from Cheviot Maid. Early-flowering and choice.....	1.00	2.50	3.75
Roman Gold. Light coppery yellow. Distinctly lighter than above two .....	1.00	2.50	3.50
Ceylon Court. The best winter-flowering yellow.....	1.00	2.50	3.50
White Rock. Best early-flowering white we are sure of .....	1.00	2.50	3.50
New Cincinnati. Highly attractive light rose-pink.....	1.50	4.00	6.50
Lucky Strike. Sent out last season as a white break from Cheviot Maid.....	2.00	5.50	.....

We can supply the following new varieties in originators' packets:  
Winter King, Sunshine, Claudespy at \$1.00 per packet.

Write us for quotations on large quantities on any of above.

**BALL FLORISTS' MIXTURE.** This is our special winter-flowering mixture; fully half contains the best pinks with balance in yellow, white and orange. We suggest this as an ideal mixture where some of all colors are wanted in limited amounts. Tr. Pkt., 75c; 3 Pkts., \$2.00; 5 Pkts., \$3.00.

The following all are winter-flowering.	Tr.Pkt.	3Pkts.	5Pkts.
Purity. Pure paper white; not tall.....	\$0.50	\$1.25	\$2.00
Happiness. Long-stemmed rose-pink.....	1.00	2.50	3.50
Golden Pink Queen.....	1.00	2.50	3.50
Improved Sunburst. Sunburst-rose color.....	1.00	2.50	3.50
Helen. Salmon-rose .....	1.00	2.50	3.50
Laura. Deep rose; not tall.....	1.00	2.50	3.50
Geneva Pink. Cheviot Maid Supreme better.....	1.00	2.50	3.50
Philadelphia Pink. Cheviot Maid Supreme better.....	1.00	2.50	3.50
Chapman's Pink. Deep rose-pink.....	1.00	2.50	3.50
Orlando. Sun-Tan much better.....	1.00	2.50	3.50
Mohr's Pink. Deep rose-pink; not tall.....	1.00	2.50	3.50
Judd's Dark Pink. Deep rose-pink; not tall.....	1.00	2.50	3.50
Judd's Light Pink. Appleblossom pink; not tall.....	1.00	2.50	3.50
Penn Orange. Sun-Tan much better.....	.50	1.25	2.00
Silver Pink. As named.....	.50	1.25	2.00
Keystone. Rather light pink.....	1.00	2.50	3.50

Standard Varieties for Outdoor planting. Not early-flowering.

Flame. Fiery bright scarlet; not tall; effective for bedding.	Fawn. Terra cotta; not tall.
Gloria. A good pink.	Harmony. Rich pink, yellow center.
Golden Queen. Rich deep yellow.	Orchid. Lavender-mauve.
Climax. Bronze-orange; not tall.	Standard Mixture.
Empress. Velvety crimson.	
All are priced at: Tr. Pkt., 25c; ¼ oz., 50c.	
<u>Majestic Varieties.</u> Extra large bold flowers with compact late-flowering growth. Very fine to plant for spring-flowering.	<u>Maximum Type.</u> Extra strong growers, long-stemmed and large-flowered.
Majestic Twilight. Golden tan-yellow.	Canary Bird. Light yellow.
Majestic Golden Dawn. A glorified Afterglow.	Cattleya. Rich mauve-pink.
Majestic Orange King. Bright orange.	Copper King. Heavy coppery red.
All Majestics, Tr. Pkt., 50c; 3 pkts., \$1.25.	Ruby. Rich heavy red. Snowflake. White.
	The Rose. Clear rose. Maximum Mixture.
	All are priced at: Tr. Pkt., 35c; ¼ oz., 60c.



## Florists' Pansies

**W**E annually devote a 200-foot greenhouse bed to pansy trials from all reputable specialists in Europe and America. We find the comparison of these trials most valuable. For the price asked, we are sure that our strain of Improved Swiss Giants is the choicest all-purpose strain available. They are particularly rich in coloring, and of free-flowering habit. The finest and largest-flowering strain to be had at any price is the stock we are offering as Maple Leaf Giants. Of extra vigorous growth, broad heavy foliage—they are really wonderful.

	Tr. Pkt.	1/4 oz.	1 oz.
Improved Swiss Giants. Extra large-flowered with unusually rich color combinations. Most flowers three to five-blotched and long-stemmed .....	\$0.50	\$2.00	\$6.00
Five-Blotched Super Swiss Giants. This is a special selection made for size, wavy outline and extra long stems. The finest in fancy colored pansies. Stock limited..... 1/8 oz., \$4.00	2.00	.....	.....
Maple Leaf Giants. This finest strain available for size, substance, strong growth and stem.....	1.00	4.50	16.00
Oregon Giants. We find this strain a fine combination for size and rich coloring .....	1.00	4.00	12.00
Steele's Masterpiece Mixed. A fine mixture for coloring and size. Originator's seed .....	1.00	2.75	10.00
Steele's Miracle Mixed. Originator's seed.....	.75	2.25	8.00
Ball's Giant Mixture. This is our own special popular-priced mixture intended for both cut flowers and plants. Contains a good proportion of extra large fancy colors.....	.50	1.50	5.00
Golden Queen. A clear gold-yellow for bedding.....	.25	.40	1.50
Lord Beaconsfield. Standard choice blue.....	.25	.40	1.50

## Viola Cornuta

**T**HIS very free-flowering race of miniature pansies will flourish under the same conditions that the large ones will. They completely cover themselves with flowers and are showy and valued for bedding until overtaken by hot weather. Sown early in winter, they make flowering plants for spring sales. Nearly all varieties come quite true from seed.

	Tr. Pkt.	1/8 oz.	1 oz.
Apricot. Light orange-yellow.....	\$0.50	\$1.25	\$8.00
Black Prince. Very dark blue.....	.25	.....	2.00
G. Wermig. Long-stemmed violet; varies some.....	.50	1.40	8.00
Puck. Violet and canary-yellow.....	.25	.65	.....
Jersey Gem. Violet-blue; choice..... 1/16 oz., \$1.75	1.00	.....	.....
Mauve Queen. Light blue.....	.25	.....	1.75
Papilio. Blue with white eye.....	.25	.....	1.75
White Perfection. Good size; clear white.....	.35	.....	2.00
W. H. Woodgate. Amethyst-violet; long stem.....	1.00	.....	.....
Large-Flowered Mixed .....	.25	.....	1.75
Small-Flowered Mixed .....	.25	.....	1.50

# Cineraria

**C**INERARIA are and should be the most popular of our winter and spring-flowering pot plants. Easily grown if kept uniformly moist and protected from greenfly and the hot sun. By starting the seed about mid-June, fine specimens can be flowered for Christmas, and to keep up a succession, seed can be sown up to October. We closely inspect the growing crops of our cineraria in America and Europe and can offer the following varieties in strains which we know are true to the type they represent.



**Giant Exhibition Mixed.** This large-flowering, medium tall strain has been developed under our personal inspection by selecting the choicest specimens from all available giant strains. The color range is complete except white, though this color will occasionally show up. We know you cannot get a better strain of giants.

Tr. Pkt., about 1000 seeds, \$1.00;  $\frac{1}{4}$  oz., \$2.50;  $\frac{1}{2}$  oz., \$4.50.

**Separate Colors**—in large-flowered medium tall strains. We find a demand for these, especially where the darker colors are required. They come quite true.

**Crimson, Azure Blue, Dark Blue, Old Rose and Matador.**

Tr. Pkt., any color, \$1.00; one pkt. of each five colors, \$4.00.

**Hybrida Grandiflora (Semi-Dwarf).** Fairly large-flowering and makes a fine medium size pot plant.

Tr. Pkt., 50c;  $\frac{1}{4}$  oz., \$1.50.

**Nana Multiflora.** Of distinctly compact growth, completely covering itself with a mass of small to medium size showy flowers in a full range of colors. We especially recommend this type.

Tr. Pkt., \$1.00;  $\frac{1}{2}$  oz., \$2.50.

**Berlin Market Strain.** A medium tall strain which completely covers itself with medium size flowers in a full range of colors. A very popular European strain.

Tr. Pkt., \$1.00;  $\frac{1}{2}$  oz., \$1.75.

**Stellata Type (Star Cineraria).** Produces a tall, heavy growth, 2 to 3 ft. Freely producing star-shaped or narrow petaled flowers. Also useful for cutting.

Tr. Pkt., 50c;  $\frac{1}{8}$  oz., \$1.00.

**Feltham Beauty (Stellata).** Not so tall as the regular type and with larger flowers, which produce a greater proportion of white centers.

Tr. Pkt., 50c;  $\frac{1}{2}$  oz., \$2.00.



# Binnewies' Cyclamen

**A**FTER a careful personal inspection of the business and methods of various German cyclamen specialists, we are convinced that we can offer the Binnewies' strains and feel sure that you cannot get a better one. Not only is the Binnewies' strain a long established one, but the growing plant at Alfeld, Germany, is a very modern and most carefully managed one.

No.		Per 100	Per 1000	Per 5000
2.	Bright Red .....	\$1.00	\$8.00	\$37.50
3.	Pure Rose .....	1.00	8.00	37.50
4.	Soft Rose, carmine eye (Improved Rose of Marienthal)....	1.00	8.00	37.50
5.	White with carmine eye.....	1.00	8.00	37.50
7.	Bonfire, brilliant salmon.....	1.50	12.00	55.00
8.	Salmon Scarlet, America Improved.....	1.60	14.00	65.00
9.	New Salmon Rose Improved.....	1.50	12.00	55.00
10.	Glory of Wandsbek or Perle of Zehlendorf, dark salmon...	1.25	10.00	47.00
11.	Rose of Zehlendorf, light salmon.....	1.25	10.00	47.00
12.	Orange Beauty, orange-vermilion .....	1.65	15.00	68.00
15.	Saffron Red .....	1.50	12.00	55.00
16.	Saffron Red, silver edged.....	1.60	14.00	65.00
18.	Mozart, deep pink .....	1.75	16.00	75.00
21.	Pink Pearl, salmon-pink (new).....	1.75	16.00	75.00

Note: In ordering cyclamen seed, please do so by number and name. Please write for special quotation on larger quantity.

## Various Pot Plant Specialties

### BEGONIA. (Semperflorens or Bedding).

Easily and quickly grown in a warm house. In sowing do not cover the very fine seed; press into the soil slightly and cover flat with glass to maintain uniform moisture.

Carmen (New). Very dark foliage with bright carmine-red flowers. Tr. Pkt., \$1.00.

Christmas Cheer. Tr. Pkt., \$1.00;  $\frac{1}{8}$  oz., \$2.00.

#### Semperflorens.

	Tr. Pkt.	$\frac{1}{8}$ oz.
Albert Martin .....	\$0.50	\$1.00
Gustave Knaake .....	1.00	2.00
Glory of Erfurt.....	.50	2.50
Scarlet Queen .....	1.00	2.00
Vernon .....	$\frac{1}{16}$ oz., 50c	.40
Mixed .....	$\frac{1}{8}$ oz., 75c	.25

#### Gracilis.

Luminosa .....	1.00	1.75
Mignon .....	1.00	1.75
Prima Donna .....	1.00	3.00
White Pearl .....	.50	1.75
Radio .....	1.00	2.50

Begonia Lloydii (Pendula). A choice tuberous-rooted begonia; seedlings produce a mixture of fine colors from which desired colors are worked out through tuber propagation. Needs warm house and flowers in six months from seed. Choice for window boxes or baskets. Tr. Pkt., 50c.

### CALCEOLARIA.

	Tr. Pkt.	$\frac{1}{8}$ oz.
Grandiflora Mixed. Choice mixture of marbled, spotted and variegated flowers .....	\$1.00	\$2.00
Albert Kent Hybrids. Intermediate size flowers. A choice and well known strain .....	1.00	5.00





## Various Pot Plant Specialties (Continued)

### CALCEOLARIA—Continued.

Tr. Pkt.  $\frac{1}{4}$  oz.

Albert Kent. Medium tall yellow with large reddish brown spot on each flower. An original color and strikingly fine.....	\$1.00	\$5.00
Multiflora Nana. A valuable new type of calceolaria of medium dwarf growth; fair size flowers in mixture with bright yellow and red predominating. A German novelty and will make a choice pot plant.....	.50	.....
Rugosa Major (Perennial Hybrids). Fine large-flowered true stock.....	1.00	.....
Cloth of Gold. Large-flowered golden yellow.....	1.00	.....

**CHRISTMAS CHERRY.** We offer a superior strain of this from a local grower. Growth is compact, with large red cherries freely produced..... .50 .....

**GLOXINIA.** This beautiful summer-flowering pot plant is quickly grown from seed and will repay the care necessary to produce them in this way. Tr. Pkt.  $\frac{1}{2}$  oz.

Defiance. Superb glowing scarlet.....	\$1.00	\$2.50
Emperor William. Rich dark violet, bordered white.....	1.00	2.50
Benary's Giant Mixture.....	1.00	2.75

**SAINTPAULIA.** An attractive pot plant producing violet-shaped flowers; easily grown from seed which germinates in three weeks. Needs warm house treatment. We offer two distinct varieties: **Cordata**, strong growing lavender violet, and **Ionantha**, deep blue. Tr. Pkt., either variety, 50c.

## Primula

**OBCONICA GRANDIFLORA.** The finest strains of this well known type come direct from their originators in Germany and to protect their germination we import this seed in hermetically sealed glass containers of  $\frac{1}{2}$  oz. each, and when  $\frac{1}{2}$  oz. is ordered, we ship in these containers. We offer above in the following strains:

	Tr. Pkt.	$\frac{1}{4}$ oz.	$\frac{1}{2}$ oz.
Mohnstein's Atrosanguinea. Dark blood-red.....	\$1.00	\$3.00	\$5.00
Mueller's Rosea. Pure rose.....	1.00	3.00	5.00
We also offer the Obconica Grandiflora type as follows: Tr. Pkt. $\frac{1}{4}$ oz. $\frac{1}{8}$ oz.			
Mohnstein's Dark Red.....	\$1.00	\$1.75	.....
Mueller's Berlin Rose.....	1.00	1.75	.....
Fasbender's Red .....	1.00	1.75	.....
Cerulea Grandiflora. Fairly dark even clear blue.....	1.00	1.75	.....
Salmon Queen. Clear light salmon-pink.....	1.00	1.75	.....

The last two varieties are commonly noted in Europe and we see no reason why they should not add a welcome variety to the rose and red so exclusively grown here.

### PRIMULA MALACOIDES.

Light Lilac. A popular light shade of the Baby Primula.....	.50	.....	\$1.00
Rosea Superba. A shade deeper color and larger than above.....	.50	.....	1.75
Malacoides Erikssonii.			

This is an attractive improvement, especially in color and size of individual flowers. Originator's stock of variety New Baby....

1.00 .....

### CHINESE GIANT PRIMULAS.

Giant Mixed Fringed. This is a fine mixture of all the best colors	.50	1.50	.....
Chinese Giants in Separate colors. The following distinct colors are choice giant-flowered and come true.			
Alba, clear white; Carnea, light rose; Emperor, copper-carmine.			
The above three colors.....	Each .50	1.75	.....
Chinese Single Mixed.....	$\frac{1}{16}$ oz., \$2.00	.50	.....



## Miscellaneous "Annuals" for Florists

	Tr. Pkt.	1/4 oz.	1 oz.
<b>ABUTILON.</b> (Flowering Maple.) We offer the large-flowering strain in mixture. Blooms in six months from sowing and makes an attractive pot plant.....			
1/8 oz., \$1.60	\$0.50	.....	.....
<b>AGERATUM.</b>			
Mexicanum Blue. Two feet.....	1/2 oz., 30c	.15	\$0.50
Blue Perfection. Fine dark blue, 10 ins.....	1/2 oz., 30c	.15	.60
Blue Ball. Improved Blue Perfection, 6 ins.....	1/2 oz., 60c	.25	.80
Imperial Dwarf White. 8 ins. Fine.....	1/2 oz., 35c	.15	.60
Little Blue Star. Very small growth and flower.....	1/2 oz., \$1.25	.25	2.25
Little Dorrit. Blue, 6 ins. Choice.....	1/2 oz., 50c	.15	.80
Little Dorrit. White. Best dwarf, 6 ins.....	1/2 oz., 50c	.15	.80
<b>ALYSSUM.</b>			
Maritimum (Sweet Alyssum.) 10 ins.....		.15	.20
Compactum. Little Gem. 4 ins.....		.20	.60
Compactum. Lilac Queen. 7 ins.....		.20	.75
Procumbens. Carpet of Snow. Very dwarf select.....	1/2 oz., 60c	.25	1.00
<b>AMARANTHUS.</b>			
Molten Fire. Growth of this annual terminates during late summer with brilliant red poinsettia-like leaves. Fresh seed.....		.35	\$0.60
<b>ARCTOTIS.</b>			
Breviscapa Aurantiaca. A most effective bedding annual 6 to 8 ins. Dark orange with dark purple disc.....	1/8 oz., 75c	.50	.....
Grandis. White petals with reverse lilac; of cut flower value.....		.20	.50
<b>ASPARAGUS.</b>			
Plumosus Nanus. We offer only hand-picked, well matured seed that shows up a good percentage of germination. Per 100 seeds, 30c; 250 seeds, 50c; 1000 seeds, \$1.25; 5000 seeds, \$5.00; 1 lb., \$10.00.			
Sprengeri. Per 100 seeds, 25c; 250 seeds, 40c; 1000 seeds, \$1.00; 5000 seeds, \$4.50; 1 lb., \$8.00.			
<b>BEGONIAS.</b> See page 24.			
<b>BROWALLIA.</b>			
Speciosa Major. A fine pot plant with effective large bright blue flowers. 10 to 12 ins.....	1/32 oz., \$1.25	.50	.....
<b>CALLIOPSIS DRUMMONDII.</b> (Golden Wave.) Golden yellow annual with richly contrasting dark eye.....			
		.15	.25
<b>CALCEOLARIAS.</b> See page 24.			
<b>CAMPANULA.</b>			
Fragilis. Attractive light blue flowers which completely cover the long-branched growth. Ideal for suspended baskets or window boxes.....	1/32 oz., \$2.00	.50	.....
Canterbury Bells. Annual. (New). Flowers in six months from seed and will be a useful addition to our garden annuals.....		.50	1.25 4.00
<b>CANDYTUFT.</b>			
Giant Hyacinth-flowered. Our select stock.....	1 lb., \$8.00	.25	.75
<b>Umbellata Type.</b>			
Rose Cardinal .....	1 lb., \$5.00	.15	.50
Carmine .....	1 lb., 4.00	.15	.40
Lavender .....	1 lb., 4.50	.15	.50
White .....	1 lb., 4.00	.15	.40
Lilac .....	1 lb., 4.00	.15	.40
Flesh Pink .....	1 lb., 4.00	.15	.40
Crimson .....	1 lb., 4.00	.15	.40
Mixed .....	1 lb., 3.00	.15	.35
<b>CANNA.</b> We offer a select strain of this seed. Will produce blooming plants by July if sown early.....			
		.25	.50
<b>CARNATION.</b> Chaubaud's Giant. Easily and quickly grown into blooming size. 80% to 90% will come double. The choicest colors are: Cardinal Red, Deep Rose, Flesh Pink, Rose Pink. Each,			
Choice Mixed .....		.25	.50 2.00
		.25	.50 1.75
<b>OELOSIA.</b>			
Pride of Castle Gould. Finest of the plumed yellow and red Celosia. Select strain.....		.50	1.00 3.00



### Miscellaneous Annuals—(Continued)

**CENTAUREA.** There are some good cut flowers under this heading, both for outdoors and under glass.

**Cyanus.** The well known Cornflower or Batchelor's Button. The best color is blue, though rose-pink is a choice shade.

	Tr. Pkt.	¼ oz.	1 oz.
Blue .....	4 oz., \$1.50	\$0.15	\$0.40
Rose-Pink .....	4 oz., 1.50	.15	.40
Carmine .....	4 oz., 1.50	.15	.40
White .....	4 oz., 1.50	.15	.40
Mixed .....	4 oz., 1.30	.15	.35

**Imperialis.** Also known as Sweet Sultan. A very choice cut flower type of centaurea because of the thistle type of flower. This class is inclined to rot away easily in freshly or heavily manured soil, especially if the watering is not carefully done.

Amaranth Red .....	4 oz., \$2.25	.20	.60
Brilliant Rose .....	4 oz., 2.25	.20	.60
Deep Lavender .....	4 oz., 2.25	.20	.60
Delicate Lilac .....	4 oz., 2.25	.20	.60
Rose .....	4 oz., 2.25	.20	.60
White .....	4 oz., 2.25	.20	.60
Mixed .....	4 oz., 2.00	.20	.50
Suaveolens. Yellow Sweet Sultan.....	4 oz., 1.75	.15	.40
Americana. Large thistle type. Lilac.....	4 oz., 1.75	.15	.50
Americana. Alba .....	4 oz., 2.00	.20	.60
Candidissima. Dusty Miller. Silvery gray foliage.....		.25	\$0.50 1.40
Gymnocarpa. Fine silvery foliage.....	½ oz., 30c	.20	.50

**CHRYSANthemUMS (Annual).** This is an attractive single annual with bright color combinations and of easy growth. Sow in January for spring-flowering.

**Segetum.** Attractive daisy type.

**Morning Star,** pale primrose; **Evening Star,** golden yellow; **Eastern Star,** primrose, brown disc; **Gloria Alba,** white with pale disc.....

Each, 4 oz., \$1.50	.15	.35
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Combination of varieties at 4 oz. prices.

**Carinatum.**

Burridgeanum. White with scarlet zone.....	.15	.35
Northern Star. Giant white, yellow zone.....	.15	.35

**CHRISTMAS CHERRY.** See page 25.

**CINERARIA.** See page 23.

**CLARKIA ELEGANS.**

**Orange King** and **Salmon Queen** are the choicest colors. We offer the following varieties:

Orange King, Salmon Queen, Scarlet Queen, Queen Mary, Appleblossom, Mixed .....	Each, ½ oz., 50c	.25	.60
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**COBÆA SCANDENS.** A well known climber that should be stocked by every retailer.

Purple .....	.20	.50
White .....	.25	.75

**COLEUS.**

Mixed, fine quality.....	⅛ oz., \$0.75	.40	
Rainbow Mixture .....	⅛ oz., 1.50	1.00	
Extra Choice Large-leaved Mixed.....	⅛ oz., \$1.00; ⅛ oz., 1.75	.50	

**COSMOS.**

**Extra Early Express.** Flowers in 45 to 50 days from sowing. Height 2 to 3 ft., medium size, pink flowers. All early-flowering cosmos must be grown in good soil with plenty moisture to prevent premature flowering.....

Each, .....	.25	1.25
Early Mammoth-Flowering. A fine early strain for cutting. Colors: Pink, White and Crimson.....	Each, .15	.40
Mixed .....	.15	.30

**Late-Flowering Lady Lenox.** Extra large flowers on strong growth. Start early. Especially valuable for southern states. Two colors: **Pink** and **White**.....

Each, .....	.15	.30
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**Klondyke.** Orange-yellow. Also late-flowering.....

Each, .....	.20	.75
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**Double Early Anemone-flowered.** About 75% of this strain will come double. Will flower in about two months from sowing. **Pink, Crimson and White**.....

Each, .....	.50	2.00
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Mixed .....	.25	2.00
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**CYCLAMEN.** See page 24.



Miscellaneous Annuals—(Continued)

	Tr. Pkt.	¼ oz.	1 oz.
<b>CYNOGLOSSUM.</b> (Chinese Forget-me-not.)			
Amabile Blue. Grows 18 to 20 ins. tall, with dark blue forget-me-not flowers. A hardy perennial with cut flower value and used to good advantage for garden decoration.....	\$0.20	.....	\$0.40
Amabile Pink .....	.35	.....	1.00
<b>DAHLIAS.</b>			
Unwin's Dwarf Hybrids Mixed. Early-flowering, small, semi-double in a wide range of choice colors. This strain requires no supports and is valuable for cutting or garden decoration.....	.50	\$0.75	2.50
Decorative Mixed. Choice large-flowered mixture.... ½ oz., \$1.75	.25	1.00	3.00
<b>DIANTHUS.</b> (Sweet Wivelsfield.) Every retail grower should have a stock of this showy hardy perennial. Fine to sell out of 4-in. pots. We offer the originator's strain.....			
.....	.25	.60	2.25
Allwoodii Alpinus. Dwarf growing type especially valuable for rock gardens. 100 seeds, \$1.75; 1000 seeds, \$14.00.			
<b>DIDISCUS.</b> (Blue Lace Flower.) Long-stemmed, soft lavender colored flowers. Easily grown in a carnation house temperature, providing something different and of real cut flower value.			
..... 4 oz., \$4.50	.25	.....	1.00
<b>DRACÆNA INDIVISA.</b> The narrow green-leaved kind. Popular for vases and bedding. Can be sown at any time and must have heat to germinate.....			
..... 4 oz., \$1.25	.15	.....	.40
<b>EUPHORBIA VARIEGATA.</b> (Snow on the Mountain.) Foliage edged white and green.....			
.....	.15	.....	.40
<b>GERBERA.</b> (South African Daisy.) 100 seeds, 60c; 1000 seeds, \$4.00.			
<b>GLOXINIA.</b> See page 25.			
<b>GODETIA DOUBLE-FLOWERING.</b> Growth must be restricted with poor soil to prevent it becoming soft. Well adapted to growing as pot plants. We offer three select colors: <b>Carmine</b> , <b>Rosy Morn</b> (bright pink) and <b>Mauve</b> .....			
..... Each,	.25	.....	.75
<b>GREVILLEA ROBUSTA.</b> Foliage plant for vases.....			
.....	.25	.....	.80

**GYPSOPHILA ELEGANS. Paris Market Strain.** We are sure you cannot buy a better strain of this than we are offering. Indispensable and economical to combine with other flowers in any kind of cut flower. 1 oz., 15c; 4 oz., 50c; 1 lb., \$1.50; 5 lbs., \$6.00.

	Tr. Pkt.	¼ oz.	1 oz.
<b>HELIANTHUS.</b> (Sunflower). Dwarf double-flowered, 3 to 4 ft.			
Extra double and attractive..... 1 lb., \$3.00	\$0.15	.....	\$0.25
<b>IMPATIENS.</b> Well known either as a house or bedding plant. Easily and quickly grown from seed. We offer the following varieties:			
Olivieri. Extra large light lilac.....	1.00	.....	.....
Holstii. Soft vermilion-red .....	½ oz., \$1.00	.50	.....
Sultani. Bright rose .....	½ oz., 1.00	.50	.....
<b>IPOMŒA.</b>			
Heavenly Blue. (Moonflower). Early-flowering sky-blue, shading to white .....	.25	.....	1.50
<b>KOCHIA.</b> (Summer Cypress).....			
.....	.15	.....	.20
<b>LANTANA.</b> A most interesting selection of colors is to be had from seed. Choice dwarf mixed.....			
.....	.15	.....	.50
<b>LOBELIA.</b>			
Angelina. (New). Pendula. Pure white; large and free-flowering; for hanging baskets or boxes.....	.35	\$0.75	.....
Sapphire. Pendula. Large deep navy blue with white eye. For hanging baskets or boxes.....	.25	.60	1.80
Hybrida Hamburgia. Pendula. Sky-blue with white eye.....	.25	.60	1.80
Crystal Palace Compacta. The leading dwarf blue-flowered bedding variety; 4 ins.....	.25	.65	2.00
Emperor William. Light blue; dwarf; 4 ins.....	.25	.50	1.60





### Miscellaneous Annuals—(Continued)

#### LUPINE. Annual.

Tr. Pkt. ¼ oz. 1 oz.

**Hartwegii.** We find this a decidedly profitable cut flower specialty, and we rarely fail to receive first prize on our stock wherever shown. We find the **Dark Blue** to be the choicest color; next comes **Light** or **Sky-Blue**, then **White**. The **Rose** has limited value. Any of the above named colors.....1 lb., \$3.00

\$0.15 ..... \$0.30

**Mixed** ..... .15 ..... .30

**LUPINUS SULPHUREUS SUPERBUS.** A golden yellow form. 28 ins. .25 ..... .60

**LUPINE Hartwegii Giants Mixed.** (New.) A strain which has been very greatly improved, with base-branching habit.....½ oz., 80c .50 ..... 1.50

#### MIGNONETTE.

**Ball Strain.** Finest greenhouse variety.....½ oz., \$3.00 1.00 \$1.75 6.00

**New York Market** .....½ oz., 3.00 1.00 1.75 6.00

#### MYOSOTIS. (Forget-me-not.)

**Blue Basket (New).** Best deep blue for cut flowers..... .50 1.00 .....

**Blue Bird.** We find the most attractive greenhouse variety. .... ¼ oz., \$1.50 .50 ..... 6.00

**NASTURTIIUM Golden Gleam.** Golden yellow, semi-double and sweet-scented are the outstanding points in this valuable novelty of last season. ¼ oz., 25c; 1 oz., 75c; 2 oz., \$1.40; 4 oz., \$2.75.

Tr. Pkt. ¼ oz. 1 oz.

**NASTURTIIUMS.** The following are the standard varieties in the dwarf class: **Empress of India, Cloth of Gold, Gold King, Mixed.**

Following are best climbing kinds: **Vesuvius, King Theodore, California Giants.** Prices on both types, including mixed..1 lb., \$1.25 ..... \$0.10

#### NEMESIA.

**Strumosa Suttonii.** Three best colors, Orange, Scarlet and Rose.

Each ..... \$0.40 \$1.50 .....

**Strumosa Suttonii Mixed** ..... .35 ..... .60 .....

**Nana Compacta Blue Gem Improved** ..... .35 ..... .75 .....

**Nana Compacta Mixed** ..... .35 ..... .75 .....

#### PENTSTEMON.

**Red Shades, Rose Shades and South Gate Gem,** especially fine for pots or bedding. Above three varieties. Each.....½ oz., \$1.00 .50 ..... .....

**PHLOX DRUMMONDII (Annual).** The tall-growing kind can be sown on a greenhouse bench for cutting, but both tall and dwarf type make showy bedding plants and are principally used for this purpose.

**Dwarf Compact.** 6 ins.

**Fireball.** Fiery scarlet..... .40 .60 2.00

**Snowball.** Comes true to color..... .40 .60 2.00

**Cecily Mixed.** A choice dwarf mixture..... .40 .60 2.00

**Sky Blue.** Rich pale blue..... .40 .60 2.25

**Chamois Pink.** Very true..... .40 .60 2.25

**Isabellina.** Pure yellow ..... ½ oz., 60c .25 ..... 1.00

**Grandiflora Varieties.** 12 to 15 ins.

**Cinnabar.** Rich scarlet ..... ½ oz., 60c .25 ..... 1.00

**Alba.** Very true to color..... ½ oz., 60c .25 ..... 1.00

**Chamois Rose.** Comes very true to color..... ½ oz., 60c .25 ..... 1.00

**Carnea.** Flesh-pink ..... ½ oz., 60c .25 ..... 1.00

**Leopoldii.** Deep rose with white eye..... ½ oz., 60c .25 ..... 1.00

**Rosea.** Rose-pink, shading deeper in center, fine..... ½ oz., 60c .25 ..... 1.00

**Scarlet.** Extra bright color..... ½ oz., 60c .25 ..... 1.00

**Cuspidata Mixed** (Star of Quedlinburg)..... ½ oz., 60c .25 ..... 1.00

**Special Grandiflora Mixed**..... ½ oz., 50c .20 ..... .80

#### POPPY.

**El Monte.** Nudicaule. A deep tangerine-orange poppy of unusual size, on extra long, wiry stems. We find this valuable for greenhouse growing, treated as an annual. Sow January 1 for spring-flowering ..... .25 1.00 3.00

**Shirley type for forcing.** Single annual varieties.

**American Legion.** Brilliant scarlet, single..... .25 ..... .50

**Pink Shades.** Extra select, double..... .25 ..... .50

**Salmon.** Double ..... .25 ..... .50

**PRIMULA.** See page 25.



Miscellaneous Annuals—(Continued)

	Tr. Pkt.	¼ oz.	1 oz.
<b>SALPIGLOSSIS.</b> Free-flowering and largely used for cutting. The choicest colors are: <b>Scarlet and Gold, Brown and Gold, Rose and Gold, Violet and Gold.</b> Each..... ½ oz., 60c	\$0.20	.....	\$1.20
<b>SALVIA.</b> (Scarlet Sage.) Well known scarlet bedding plant easily grown from seed but requires a warm house.			
<b>Harbinger.</b> Early and free-flowering with compact habit. Extra select strain .....	.50	\$1.00	3.00
<b>America.</b> About 16 ins. in flower, generally found best.....	.25		2.25
<b>Zurich.</b> Flowers at height of about 12 ins.....	.25		2.00
<b>Bonfire.</b> Flowers at about 14 ins.....	.25		1.75
<b>SCABIOSA (Annual).</b> Distinctly valuable and an easily grown outdoor cut flower.			
<b>Peachblossom.</b> The finest light pink.....	.25		.60
<b>Shasta.</b> Large, pure white.....	.25		.60
<b>Azure Fairy.</b> Rich light blue, a fine shade.....	.15		.50
<b>King of the Blacks.</b> Reddish black.....	.15		.50
<b>Cherry Red.</b> An attractive soft shade.....	.15		.50
<b>Mixed.</b> All colors .....	.10		.40
<b>SOHIZANTHUS.</b> For Christmas-flowering, sow seed in September. Easily grown in a cool house for either pots or cutting.			
<b>Brilliance (Wisetonensis).</b> (New.) Rich amaranth-red.....	1.00		
<b>Rose and Amber Shades</b> .....	.50	1.00	
<b>Rose and Pink Shades</b> .....	.50	1.00	
<b>Brilliant Mixed (Wisetonensis)</b> .....	.50	1.00	
<b>SMILAX.</b> Retail growers continue to find this well known climber valuable..... 4 oz., \$1.75; 1 lb., \$6.00	.25		.50
<b>STATICE. (Annual Type.)</b>			
<b>Suworowii.</b> Russian Statice. Also known as "Rat-tail." Long thin spikes of pink flowers. Should be more widely known and used .....	1 lb., \$10.00		
<b>Sinuata. Rosea Superba.</b> Rose color.....	.25		.75
<b>Sinuata. True blue.</b> Will flower in three months from sowing.....	.15		.35
..... 1 lb., \$4.50	.15		.40
<b>Sinuata. White</b> .....	.15		.40
<b>Bonduellii.</b> Golden yellow..... 1 lb., \$3.00	.15		.40
<b>THUNBERGIA.</b> (Black-eyed Susan.) Well known climber. <b>Mixed</b> ....	.20		.80
<b>VERBENA GRANDIFLORA.</b> This popular bedding plant is easily grown from seed.			
<b>Beauty of Oxford Hybrids (New).</b> This is a giant-flowered hybrid strain, produced by crossing <i>Luminosa</i> with <i>Beauty of Oxford</i> . Color shades from rose-pink to rose-red. Original color effects in verbenas from seed.....	.50	1.50	
<b>Lavender Glory (New).</b> Large clear lavender with medium light eye. Comes about 80% true to this color.....	.50	1.50	
The above two new verbenas should be flowered before using and the few rogue colors discarded. This will leave choice original colors in both varieties.			
Standard colors:			
<b>Blue</b> .....	.25		1.60
<b>Etna. Geranium-red</b> .....	.25		1.60
<b>Pink</b> .....	.25		1.60
<b>Rose Pink</b> .....	.25		1.60
<b>Scarlet Coccinea</b> .....	.25		1.60
<b>Lucifer Scarlet</b> .....	.25		1.60
<b>Luminosa. Flame-pink shaded salmon</b> .....	.25		1.60
<b>White</b> .....	.25		1.60
<b>Royal Bouquet Mixed.</b> Upright, extra large.....	.50		2.50
<b>Fire Ball.</b> Bright scarlet; dwarf, 6 ins.....	.50		4.00
<b>Venosa.</b> Heliotrope-blue, fine for bedding.....	.25		1.25
<b>Gigantea Mixed</b> .....	.25		1.25
<b>VINCA ROSEA.</b> Also known as <i>Periwinkle</i> . A fine old-fashioned bedding plant that is becoming popular. Sow early and grow along in a warm house.			
<b>Rosea. Pink</b> .....	.20		.80
<b>Alba Oculata.</b> White with pink eye.....	.20		.80
<b>Delicata.</b> Soft pink .....	.20		.80



# Hardy Perennials "Flower Seeds for Florists"

	Tr. Pkt.	¼ oz.	1 oz.
<b>ACHILLEA THE PEARL.</b> Useful white flowers very freely produced and entirely hardy.....	\$0.50	\$1.00	\$3.50
<b>AQUILEGIA.</b> Graceful long-stemmed perennials of particular value to any retail grower.			
Mrs. Scott Elliott's Hybrids. The choicest long-spurred strain.....	.50	1.25	4.00
Dobbie's Imperial Hybrids. A choice European strain.....	.50	1.50	5.00
Jaetschauii. Large yellow with red spurs.....	.40	1.00	3.00
Cærulea. Blue .....	.35	.....	2.00
Silver Queen. Long-spurred silvery white.....	.40	1.00	3.00
Choice Mixed. A good mixture of long-spurred mixed colors.....	.40	1.00	3.00
<b>ASTERS, PERENNIAL OR SPRING-FLOWERING.</b>			
Alpinus Dark Beauty. Bright lavender-blue flowers with golden center. Fairly long-stemmed; flowers in June. The contrasting colors give it real cut flower value.....	.35	1.00	3.00
Wartburg Star (New). We find this a distinct improvement in stem and size on Alpinus Dark Beauty, which it follows in flowering season; we are certain of its cut flower value.....	.35	.....	.....
<b>BELLIS PERENNIS</b> (Double English Daisy). We offer only the choicest, which are the Monstrosa varieties in Pink, White and Dark Rose, double-flowering. Each.....	.50	.75	2.00
Mixed .....	.25	.50	1.75
<b>CAMPANULAS.</b> Medium Calycanthema or Cup-and-Saucer varieties. This is the most popular and valuable type of campanulas.			
Dark Blue (Violet), Light Blue (Lilac), Rose, White.....	.25	.40	1.25
Mixed .....	.20	.30	1.00
Single, or Canterbury Bells. The following are the choicest colors: Blue, Lilac, Rose, White.....	.15	.....	.50
Carpatica. A valuable dwarf class for rock garden work as well as for edging and groups in the garden. We offer the following: Blue, 9 ins.; White, 18 ins., and Mixed Colors. Each.....	.25	.50	1.25
<b>CHRYSANTHEMUM.</b> (Hardy). We offer a choice strain of double and semi-double. Flowers in July and is valuable for outdoor flowering..... 1/8 oz., \$1.50	.50	.....	.....
<b>COREOPSIS LANCEOLATA GRANDIFLORA.</b>			
Regular single .....	.15	.....	.35
Semi-double .....	.25	.35	1.00
<b>COREOPSIS MAYFIELD GIANT.</b> Flowers two to three times larger than the regular strain. Long stiff-stemmed.....	.25	.....	.75
<b>DAISIES.</b> The most valuable perennial under this heading is Shasta Daisy Alaska. The new variety "Conqueror" is distinctly longer-stemmed and somewhat larger. The "Elder" is well known as an early and smaller-flowering type. It comes quite true from seed and valuable for forcing and outdoor cutting.			
Alaska (Shasta Daisy)..... 1 lb., \$15.00; 1/2 oz., 60c	.25	.....	1.00
Conqueror (Improved Shasta)..... 1/2 oz., 90c	.25	.....	1.50
Elder .....	.25	.....	1.25
<b>DELPHINIUM.</b> Our stock of all varieties can be depended on to come true to type. We carefully test this seed regularly for germination.			
Belladonna Improved (Cliveden Beauty). A very fine selection.....	.50	.75	2.75
Belladonna. Regular .....	.25	.50	1.75
Bellamosum. Dark blue.....	.50	.75	2.25
Gold Medal Hybrids.....	.25	.....	1.00
Hollyhock Type (Wrexham Strain). This is the choicest available stock among fancy delphiniums. Colors range from light to dark blue, and for size and stately growth this strain we find unexcelled .....	1.00	1.50	5.00

Write for quotation on larger quantity.



## Hardy Perennials "Flower Seeds for Florists" (Continued)

	Tr. Pkt.	1/4 oz.	1 oz.
<b>DIGITALIS</b> (Foxglove). Giant Shirley Mixed (Shirley Hybrids). Very large-flowered and of strong tall growth, 6 to 7 feet.....	\$0.25	.....	\$0.75
<b>DORONICUM CAUCASICUM</b> . The new bright yellow hardy perennial .....	1.00	.....	.....
<b>GAILLARDIA GRANDIFLORA</b> . Showy long-stemmed perennials. Profitable cut flower crop. The following are clearly the choice cut flower colors.			
Portola Hybrids .....	.50	\$0.75	2.00
The Dazzler .....	.25	.50	1.50
<b>GYPSOPHILA PANICULATA</b> . Double Snow White. About 40% true..... 1/2 oz., \$2.50	.50	1.25	4.00
Single White .....	.15	.....	.60
<b>HOLLYHOCKS</b> . Newport Pink. Double; a rich shade of pure pink.....	.25	.40	1.25
Chater's Double Chamois, Chater's Deep Rose, Chater's Sulphur Yellow .....	.25	.40	1.25
Alameda Pink. Allegheny type light pink.....	.25	.50	1.50
Allegheny Mixed .....	.25	.....	.60
<b>LATHYRUS</b> . Hardy perennial Sweet Pea. Pink Beauty .....	.20	.....	.60
White Pearl .....	.35	.....	1.00
Mixed .....	.15	.....	.50
<b>LIATRIS</b> . Pycnostachya. Purple, 4 ft. Flowers August to October.....			
..... 1/4 oz., 50c	.35	.....	1.75
Spicata (Blazing Star). Purple-rose.....	.35	.75	2.25
<b>LUPINUS POLYPHYLLUS</b> . Spring-flowering perennial form. Fairly hardy under our conditions and very effective for garden decoration. Blue, White, Rose, in separate colors.....	.25	.....	.40
Harkness New Hybrids. Very choice art shade mixture of these hardy Lupines .....	.25	.....	1.00
<b>MATRICARIA</b> . Feverfew. Double White. While not so uniform as a good stock from cuttings, the strain we offer comes uniformly double.....	.20	.....	.50
Golden Ball. Bright yellow flowers; compact growth.....	.25	.....	1.75
<b>PRIMULA VERIS</b> . Grandiflora. Hardy. Becoming increasingly popular for rock and alpine garden use. We offer a choice mixture of the grandiflora type.....	.50	.....	6.00
Vulgaris. Yellow English Primrose.....	.50	.....	3.00
<b>PYRETHRUM</b> . One of our most valuable hardy perennials for cutting, producing a heavy crop of highly colored long-stemmed flowers during June. The semi-double strain we offer will produce about 50% semi-double flowers and is much superior to the regular single strain. Hybridum. Semi-double mixed.....	.50	1.25	4.00
Hybridum. Single mixed.....	.25	.50	1.40
<b>SCABIOSA</b> . The perennial type is perfectly hardy and valuable for cutting. House Hybrids. The best lilac-lavender strain.....	.50	1.00	3.75
Caucasica Lavender Lilac. The best for cutting. House hybrid strain .....	.50	1.00	3.50
Columbaria. Pink. Not so long-stemmed as Caucasica but choice for cutting; Columbaria. Lavender.....	.50	.75	2.50
<b>STATICE</b> . The following are hardy perennials, valuable for cutting and easily grown. Caspia. Soft lilac color. Select strain..... 1/2 oz., \$1.50	.50	.....	2.50
Dumosa (New). Dense cushions of silvery gray flowers. Semi-dwarf .....	.75	.....	8.00
Latifolia. Large deep blue..... 1/2 oz., 75c	.25	.....	1.20
Perezii. Rich violet-blue; long-stemmed..... 1/2 oz., 85c	.25	.....	1.50



# Vegetable Seed for Florists

**THESE** are days of nickel and dime facts, or of taking advantage of every possible opportunity to pick up some extra business. One that some of us overlook is supplying the demand that exists in every community for vegetable plants. Cabbage and tomato plants are cheap to be sure; so is help and the plants are cheaply and quickly grown; besides, enough nickels and dimes will make a dollar. Eggplants and peppers require heat and are not so easily grown by your hotbed competitors. And frequently a late frost cuts down everybody's early garden and then there is a chance for a clean-up. We rely on the most dependable source of supply for our vegetable seed—leave that to us.

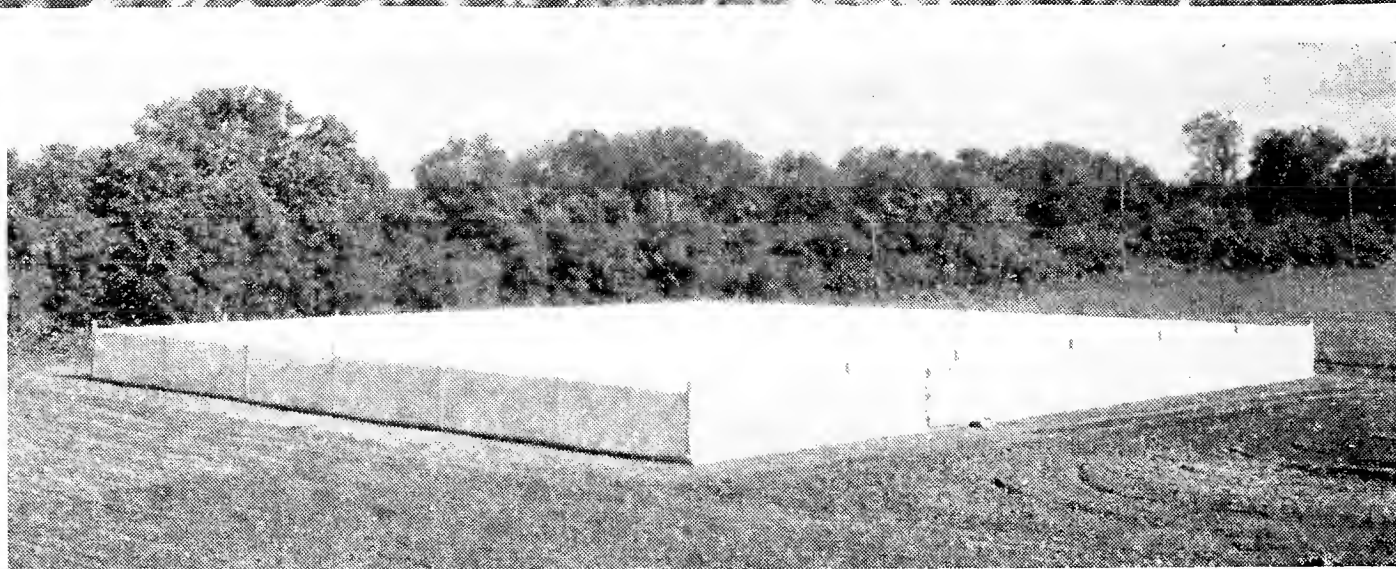
		1 oz.	4 oz.	1 lb.
<b>CABBAGE.</b>				
Large Wakefield.	Larger but fully a week later than Early Jersey Wakefield.....	\$0.20	\$0.65	....
Early Jersey Wakefield.	Standard early 62-day cabbage.....	.20	.70	....
Copenhagen Market.	Medium-sized heads compact; 66 days.....	.30	.85	....
Early Dwarf Flat Dutch.	Almost ball-shaped, short-stemmed; 71 days.....	.20	.65	....
Danish Ball Head.	The best late variety, keeps perfectly in storage until spring....	.30	.85	....
Savoy Imp. American.	Attractive light yellow; distinct flavor. Best of the Savoy group; 85 days.....	.30	.80	....
<b>CAULIFLOWER.</b>				
Early Snowball.	Best early greenhouse-forcing variety. The standard of excellence; 52 days.....	1/4 oz., 75c; 1/2 oz., \$1.25	2.00	6.00
Danish Giant Dry Weather.	Most dependable in dry weather; 65 days.....	1/4 oz., 75c; 1/2 oz., \$1.25	1.75	....
<b>CELERY.</b>				
Golden Yellow Self-Blanching Dwarf.	Standard market and shipping variety.....	.60	1.75	....
Golden Plume, or Florida Golden.	A new early, developed from Golden Plume. Valuable for early and late in Florida and for early fall in the north.....	.65	2.00	....
<b>EGGPLANT.</b>				
Large New York Purple.	The standard home and market sort.....	.45	1.50	....
Black Beauty.	Popular home and market variety.....	.50	1.60	....
<b>KALE.</b>				
Dwarf Green Curled.	Very hardy; 12 to 15 inches tall, with 30-inch spread. Finely curled .....	.15	.35	....
<b>LETTUCE.</b>				
Grand Rapids Forcing.	The standard loose-leaved variety for greenhouse forcing. Tender and sweet under glass.....	5 lbs., \$7.00	.15	.50
Black-Seeded Simpson.	Early; dependable everywhere and largely used by home and market gardeners. Loose-leaved and frilled.....	.15	.40	1.50
Big Boston.	Select stock. Most widely popular of all heading lettuce, largely used for summer and fall hotbed and cold frame culture.....	5 lbs., \$7.50	.20	.50
<b>PEPPER.</b>				
Large Bell, or Bull Nose.	Mildly pungent. 55 to 60 days. Deep green, becoming scarlet .....	.40	1.25	....
Ruby King.	Standard for home or market garden. Deep green and turning bright red. Sweet. 68 days.....	.35	1.00	....
Hungarian Yellow Wax.	Hot and very early. Desirable for canning or market garden. Light yellow, becoming bright red.....	.50	1.50	....
Crimson Giant.	85 days. Mild and sweet. Popular home and market sort. Deep green, becoming deep crimson.....	1/2 oz., 40c	.65	2.00
Chinese Giant.	80 days. Sweet. The largest sweet pepper. Deep green, becoming scarlet-red .....	1/2 oz., 30c	.55	1.75
Pimento (Perfection).	Sweet. 72 days. Standard variety for home or market garden and for canning whole. Deep green, becoming deep red.....	.30	.90	....
California Wonder.	Sweet. 72 days. Standard of excellence in sweet peppers. Deep green, becoming bright crimson.....	1/2 oz., 35c	.65	2.00
Bell.	Large sweet. Sweet throughout. 80 days. Popular for home and market garden .....	.35	1.00	....
<b>RADISH.</b>				
Early Scarlet Globe	(short top strain). Our strain of this very early forcing or garden strain is a superior one; small tops make it right for bunching. 23 days. This is an ideal florists' "catch crop" for selling to local stores. We are certain that a better strain than we are supplying is not available....	5 lbs., \$3.50; 10 lbs., \$6.25	.10	.25
<b>TOMATO.</b>				
Number of days following description is time to first pick of fruit from early June planting in northern states.				
Bonny Best.	Unexcelled for all purposes including forcing under glass. Medium large. 73 days.....	.30	.90	3.00
Dwarf Champion.	Dwarf, tree-like. Requires no support; medium size, purplish pink fruit. 78 days.....	.40	....	....
Earliana.	Particularly valuable for home and early market garden. Medium size, deep scarlet. 64 to 66 days.....	.30	.90	3.00
John Baer.	Standard all-purpose variety, used largely for canning in northern sections; medium to large. 71 days.....	.30	.90	3.00
Livingston's Globe.	Valuable for shipping; heavy producer. Large purplish pink fruit; smooth and solid. 81 days.....	.35	1.00	3.25
Ponderosa.	Valuable for home use. Extremely large; purplish pink, with few seeds. 85 days.....	.50	1.50	5.00
Marglobe.	Particularly valuable for shipping and highly resistant to disease. Smooth; of distinct quality and long bearing. 75 to 78 days.....	.40	1.25	4.00
Stone, dwarf.	Largely used by market gardeners and canners. Heavily productive; smooth and solid. 85 days.....	.45	1.50	4.50
Early Detroit.	Particularly valuable for shipping. Purplish pink, large smooth fruit. 78 days.....	.35	1.00	4.00
Oxheart.	Late home garden variety. Extra large heart-shaped; few seeds and mild flavor. Very choice for salads.....	.75	2.50	8.00

## NEW EVERBEARING STRAWBERRY.

**Rügen.** An everbearing, highly flavored, medium-sized strawberry which is easily and quickly grown from seed. Produces no runners and is of upright growth. We became acquainted with this variety in Germany the past summer and were particularly impressed with its rich flavor and free-bearing habit. Sow indoors in February for a full crop the first season. Tr. Pkt., 25c; 1/15 oz. (3500 seeds), \$1.00. Germination 70%.



WEST CHICAGO, ILL.



Our average cost of these houses is around 1½c per sq. ft. With stem rot resistant asters, we find them more profitable than greenhouses are these days.

There is profit in growing stem-rot resistant Asters, especially in cloth houses. Not all the strains are equally resistant under all conditions but we know they have more vigor, and under any growing conditions are better. We've been busy with these strains and have pioneered interest in them for the past three years and our experience and stock is at your service.

**GEO. J. BALL**